THREE MEN AND A BABY

BEAUTY AND THE BEAST

BROADCAST NEWS

No. 280 July 1988

MAD

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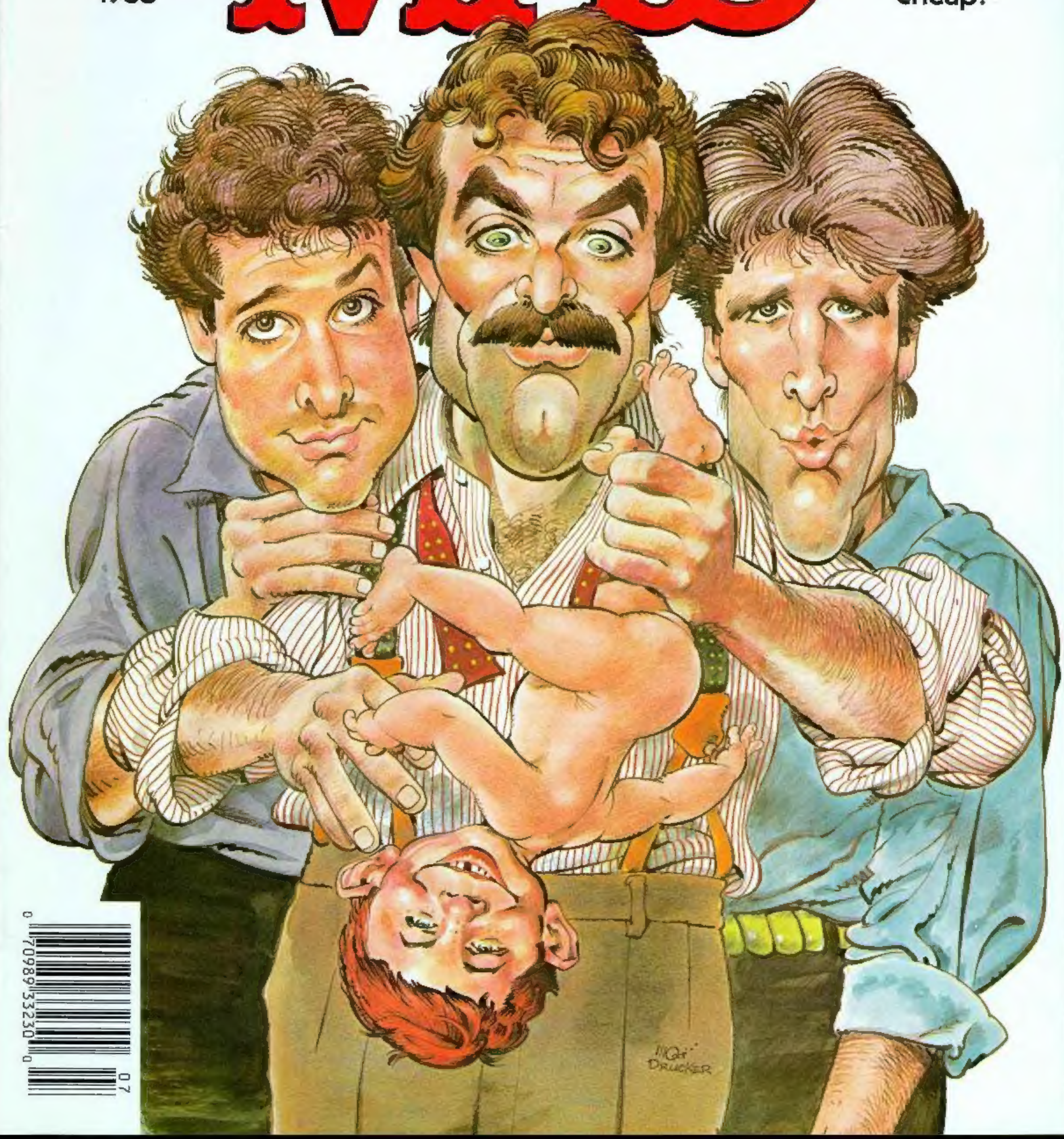

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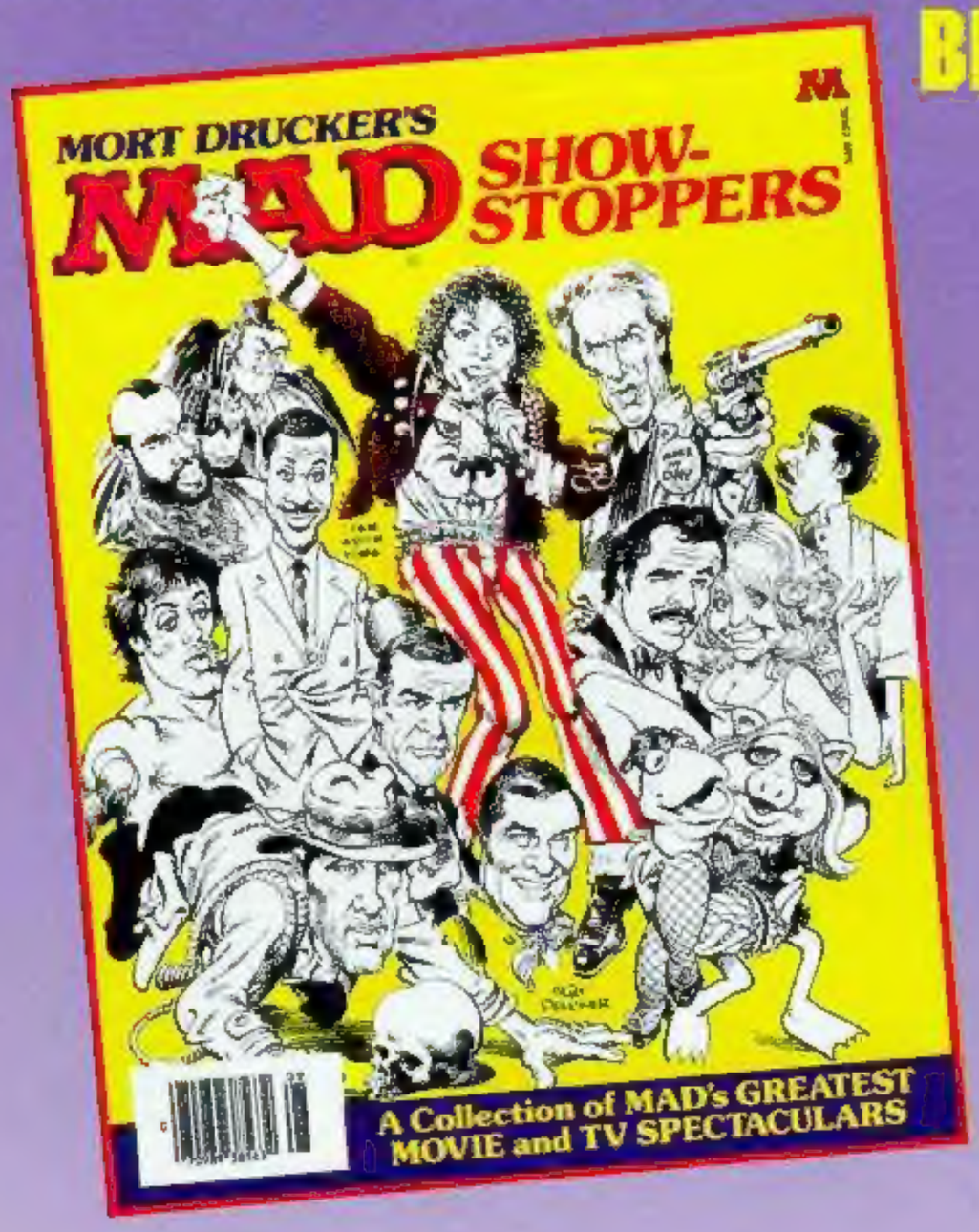

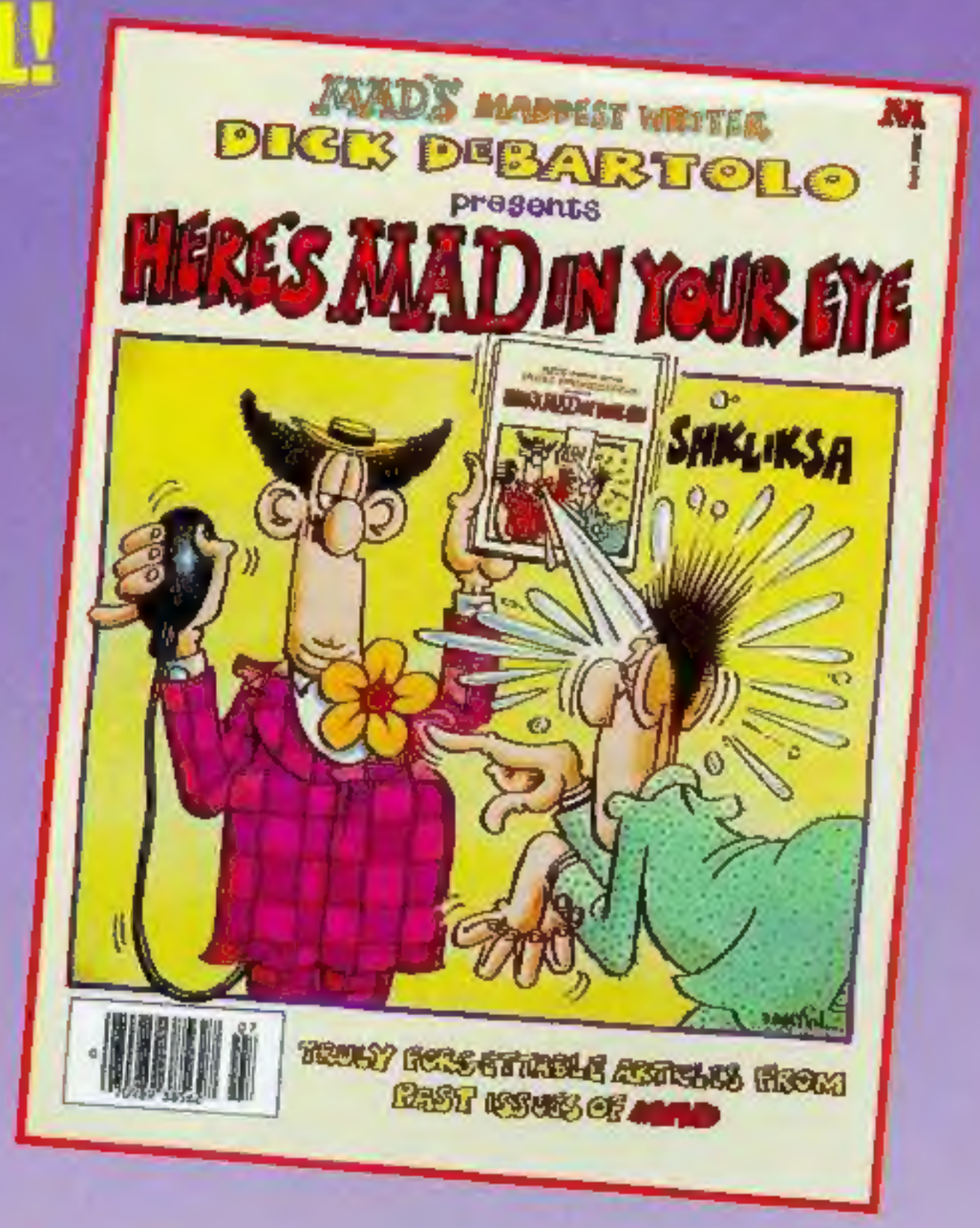

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NUMBER 280 JULY 1988

MAD

"A lawyer is someone who writes a 30-page document and calls it a brief!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
DICK DE BARTOLO *creative consultant*
JACK ALBERT *lawsuits* ANNE GAINES *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MORT DRUCKER BACK COVER WRITERS: JOE RAIOLA AND CHARLIE KADAU

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Printed in U.S.A.

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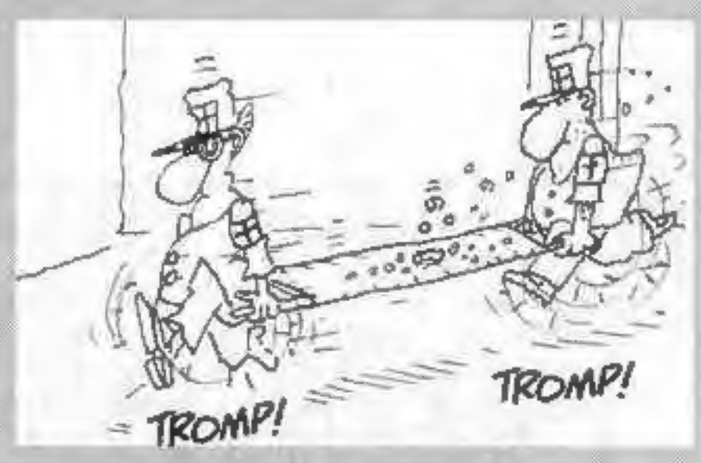

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LETTERS AND TOMATOES DEPT.

"THE MAD RAP"

You sent me a notice
saying re-subscribe;
And I said to myself
No more of this jive!
I've had it up to HERE
With Alfred and Gaines;
And the rest of you jerks
who have stupid names!
I can't believe I'm paying
For another three years...
Of stuff so bad
I'm brought to tears!

Lorraine Wright
Olympic Valley, CA

I read your MAD
It sure was BAD;
I grabbed a rag
To mop my PAD!
Cause my fries and my burger
And the things...I...munched;
Were barfed on the floor
WITH THE REST OF MY LUNCH!!!

Barry Schulze
Rialto, CA

Thanks for rapping. Though totally lacking rhythm, your letters give us the opportunity to mention that the "MAD Rap" was written by Frank Jacobs based on an idea by Billy Doherty, whose names do not rhyme.—Ed.

HOROSCOOP

I loved "MAD's Instant Guide to Zodiac Types" in #278. I just want to know: What is Harry North's sign and what is Frank Jacob's sign?

Alan Canterbury
Washington, DC

Both Harry and Frank were born on the cusp between the astrological signs of Bernie the Weasel and Gerald the Inaccurate Meteorologist. Their moons are none of your damn business.—Ed.

DEPT. OF CORRECTIONS.

After five years I have finally decided to write and inform you that in MAD #240 (July '83) you misspelled my name in a letter labeled "A 'Private' Remark." I am Nick Denicke of of Middletown, CA. Thank you.

Dick Denicke
Diddletown, CA

I hate to seem cranky, but you are making more mistakes than ever. In "The MAD Nasty File" (#278) you spell "judgment" with an extra "e." Then, in "Celebrity Reading Lists," the Ayatollah Khomeini is reading "Mecca on Five Drachmas a Day." Why is an Iranian touring Saudi Arabia with Greek money? And if that's not bad enough, both errors were made by the same guy, Tom Koch!

John Chambers
Kansas City, MO

We've been having trouble with Koch lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Thanks for writing!—Ed.

MAD'S LONGEST SUBSCRIBER

I've been subscribing to MAD now for 33 years. Is this a record?

Dr. Paul Schlueter
Easton, PA

No, Paul. What you've been receiving are magazines. This is a record:

—Ed.

I am a 32-year-old professional who has been an avid reader of MAD for over 25 years. I have not missed purchasing an issue since #136. Not only do I have this consecutive issue streak going but each issue is in printer's condition with fewer creases than a baby's bottom. I wonder if there are any with as many straight issues as I have (or if any one really cares)!

Wayne D. Toombs
Upper Marlboro, MD

Comparing issues of MAD to a baby's bottom? We have forwarded your letter to the proper authorities and suggest you get some long-term psychological counseling. Thanks for writing!—Ed.

THE TOOTH, THE WHOLE TOOTH AND NOTHING BUT THE TOOTH

And now the moment you've all been waiting for! In the Letters and Tomatoes Dept. of MAD #278, Eric Huber of Valley Stream, NY asked us why Alfred E. Neuman's tooth was never repaired. We responded by saying that it *had* been repaired and offered free one-year subscriptions to the first six people who could tell us the regular issue number and situation in which it happened! The correct answer is MAD #236 (Jan. '83) when E.T. (or Q.T.) did the impossible! The six winners are: Tom Lewis, Lafayette, PA: Patrick Twist, Huntington, NY; Tony Lynch, Crestwood, IL; Dave Wanaski, Schaumburg, IL; Mark Toscano, South Windsor, CT and Ronna Boujo, Brooklyn, NY! (By the way, the most frequent incorrect answer was MAD #263!) As a bonus, here are the names of the first 300 runners-up. Wow! Big Deal!

ALABAMA: Ethan Davies, Joe Dixon, Chad Cooper. ARIZONA: Kurt Rosinski, Robert & John Stacke, Danny Peterman, Chris Beberaneyers, Bobby Johnson, Teri Bonte. CALIFORNIA: Eddie Horowitz, Justin Meadows, Eric Snider, Derek Anderson, Jerry Kelley, Andy Romero, Jeff Meyer, Jeff Brittan, Willy Davis, John Marchesino, Brandon Dobbins, Walter Carson, Joey Prokes, Teddy Newton, Derek Brouwers, Edward Olson, Daniel Wyatt, Greg Band, Krista Hightower, Alex Stancevic, Larry Vickers, Brian Sleeth, Michael Devereaux, Louis Cazzolino, Matt Stanman, Jayson Naono, Chad Allen, Chad Hardin, Ron Briggs, Ray Marshall, Robbie Henson, Chad Allen (a different one!). COLORADO: Shawn Clingman, Zach Schirmer, Jason Sease. CONNECTICUT: George Bunce, Keenan Sheridan, Bob Matthews, Jason Rosenthal, Jason Adams, Mike Kalinowski, Lee Pond. DELAWARE: Mario Charico, Eric Ashby. FLORIDA: Keith Yanowicz, Rolland Basant, Sean Sellers, Ray Conley, Tammy Lord, Scott Morgan, Jake Shelton, Micah Reeves, Joe Campanella, Jason Harhen. GEORGIA: Paul Tillman, Tim Wallace, Barry Watts, Michael Clark, Tony Evans, Stephanie Linz, Dana Carpenter, Mark Smith, Travis Hicks, Rodney Appling. HAWAII: Mike Odo. IDAHO: Steven Knudson, Scott Carruthers. ILLINOIS: Art Grauer, Anthony Cisnerox, Matt Craig, Robert Rubin, Charlie Williams, Tony Howard, Malih Robinson, Karen Lindsey, Wade Hunter, Jeremy Youngman, Harry Pitner, Jr., Stephen Kuebler. INDIANA: Kris Short, Jon Broadwell, Tim Kulesa, Mark Junker, Susan Anderson, Ryan Brown, David Nie. KANSAS: Patrick Paden. KENTUCKY: Jacob Valliere, Eddie O'Bryan, Jason Mirrell. LOUISIANA: Tony Martin, Lance Dobbins, Frank Bonano, Jr., Clay Elmer, Terry Rhoton. MAINE: John Bardugone. MARYLAND: F.W. Gilkey, Jamie Bowman, Matt Gifford, Matt Bodie. MASSACHUSETTS: Mark Smith, Doug Miller, Andrew Hudson, Paul Chittick, Diane Flint, Corey Magdalensky, Kevin Ingram, Andreas Ulanowsky, Brian Sciplone, Jon Kotler, Jon Douss, John Reynolds, Kevin Cavicchi. MICHIGAN: Kim Moon, Carl Schmidt, Scot Matusz, Peter Gavrilovich, Kevin Rutkowski, Dan Tice, Tony Gousetis, Jason Koehrn, Dan Schaefer. Stuart Moran, Mark Senkert, Parris Cobb. MINNESOTA: Justin Rademacher, Ryan Strand, Chris Redlake, Kevin Woe, James Cassidy, Matt Perkins, Jim Schleich. MISSISSIPPI: Teddy Tice. MISSOURI: Matt Urness, Megan Halford, Mark Nettesheim, Tony Shelley, Chris Baker, Jay Vorel, Alex Espy. MONTANA: Erik Hamrell. NEBRASKA: Alan Jasoff, Otis Seals Jr., Bernie Dawson, Jeff Maasja, Phil Heidemann. NEW HAMPSHIRE: Casey Forbes, Nathan Batts. NEW JERSEY: Sterling Zumbrunn, Mike Low, Todd Anderson, Phil Myers, Ronald Cali, Ernie Bianchi, Laura Phillips, Kevin Murphy, Ilya Stemkovsky, Eileen Schaefer, Drew Higbee, Joshua Henne, Michael Allegra, Bobby Messick, Tom Lancaster, Kurt Fitzpatrick, Joseph Bentivegna, Jack Baney, Mike Hogan. NEW YORK: Steve Gelhaus, Joaquin Ezcurra, Brian Fadde, Susan Wong, Joe Lorito, Toby Katz, Mike Gottfried, Derek Swam, Andrew Lewis, Nicholas Leshi, Lenny Zeiger, Nate Kofira, James Lloyd, Paul Singer, Brian Peek, Mike Hann, Steve Mindy, Chris Day, John McEvoy III. NORTH CAROLINA: Jason Carr, Eric Bryant, Kristofer Kingsley, Arthur Armstrong, Paul Zielek. NORTH DAKOTA: Ben Bauer, Chris Cantarino. OHIO: Kevin Kauffmann, Mac Wilson, Mark Smathers, Jenny Wanner, Robert Ashe, Shawn Golden, Matt Celesnik, Nick Datillo, Brian Lindamood, Mark Good, Bobby Smart, Ken Miller, Joey Hammond, Marc Goodman, John Gonzalez. OKLAHOMA: John Tillman. OREGON: Brian Olson, Eric Ackerman. PENNSYLVANIA: Ian Goff, Mike Imhof, Gary Ratkovich, Matt Dugan, Pat Lewis, Tony Marcucci, Tom Butler, Dan Goldberg, Scott Shnurman, Bob Hawk, Chester Buff, Jason Brearey, Chris Deacher, Tim Mayer, Steve Pobecki, Eric Burford, Jeremy England, Chris Staniec, Jack Hewett, Jason England, Chad Goldich, Ian Denard, Joe Canganelli. RHODE ISLAND: Scott Conti. SOUTH CAROLINA: Allen G. SOUTH DAKOTA: Danny Uresk. TENNESSEE: Bradley Ridenour, Nathan Gardner. TEXAS: Kevin Diltz, Greg Vallot, Bill Smith, Linda Boroughs, Eric Marchand, Chris Schmitt, Rob Eigenbrod, Justin Baize, Michael Paul, Billy Stinson, Jr., Cory Bull. UTAH: Grant White, Bryant Stewart. VERMONT: Jason Paquette. VIRGINIA: Jennifer Poore, Ben White. WASHINGTON: Scott Medford, Fred Johnson, Jeff Lusian, Denise Lockner, Bill Lane, Gabe Kerbrat, Ken Foss, Tom Lesh. WEST VIRGINIA: Tom Buckley, Daniel Heidt, Matt Vavrock. WISCONSIN: Sam Greeley, Gary Lippow, Joshua Krause, Dawn Thomas, Christopher Lading, Joe Michalets, Skye Eggie, Roger Brzezinski, Matthew Mills, Grant Anderson. CANADA: Jodie Fuller, Paul Della Torre, Gordon Light, Dustin White, Gregory Hemmings, Stephen Blais, Jeff Green, Craig Wilson. MISCELLANEOUS: Mark Pisco, Jason Hancock, Steven Placido, Steve Ziembicki, Daniel Jones, David Slawsby, Knute Horwitz. Congrats!

RUNNING OUT OF TOM

I see that your Production guy, Tom Nozkowski, is mentioned in "Quick Recoveries for Embarrassing Situations" in issue 278. But your official disclaimer always states "The names of characters used in all MAD fiction and semi-fiction are *fictitious.*" Apparently, you broke your own rule, or Tom Nozkowski isn't real!

Andy Gorzalski
Milwaukee, WI

Whether or not Tom Nozkowski is real is a hotly debated question rivaled only by "Which came first, the puppy or the egg?" We believe this question is best left to scientists and theologians.—Ed.

PARDON OUR PARDON

I was infuriated when I read your vicious article "The Official MAD Pardon of Ronald Reagan." I am very disappointed in you for printing such trashy propaganda and resent your spiteful treatement of President Ronald Reagan. As a personal friend of Ronnie, I can vouch for his superior leadership skills, judgement, patriotism and sound moral character.

Robert Wind
#D-20111
Folsom State Prison
Represa, CA

SPY MAGAZINE?

Those Spys, MAD's own ebony and ivory espionage agents, recently made a guest appearance on the cover of the March, 1988 edition of *Discover* magazine. Fa fa fa!

"SPORTS TITILLATED"

I used to have a swimsuit just like the one on your "Sports Titillated" model, but after I saw your fakeout cover, I burned it!

Katy Mance
New Windsor, NY

Does this mean you now swim in the nude?? Oooh! Fa fa FA!—Ed.

MORON MAIL

I hereby challange you fools to print a letter from a small, worthless town in North Dakota.

Steve Gaub
Bowman, ND

We're familiar with the town of Bowman, ND and think it's a lovely town! Obviously your letter has a typo, and what you really want us to print is a letter from a small worthless clown in North Dakota, which we just did! – Ed.

STATEMENT OF OWNERSHIP, MISMANAGEMENT AND BAD CIRCULATION *(Required by section 39, part 41, sub-heading 78, which specifically states that this filing is not required.)* **1A.** Title of Publication: MAD. (We wanted some other funny title like *U.S. News & World Report*, but someone beat us to it.) **2.** Date of filing: We file A to K on Mondays, L to Z on Thursdays and our nails on Fridays. **3.** Frequency: 105.5 FM, 98.6 AM. **3a.** Number of issues published annually: same as number of issues published yearly. **3b.** Annual subscription price: cheap. **4.** Complete mailing address: 485 Madison Avenue, New York City, NY 10022. **4a.** Incomplete mailing address: 4 Mad A, NY 022. **5.** Full name of publisher: William Mildred Farnsworth Higgenbottom Gaines, IX. **6.** Editors: Names withheld by request. **7.** General Manager: Billy Martin (recently fired). **8.** Owner: Warner Communications, but don't ask them; they'll deny it! **9.** Known bond holders: unknown. **10.** Known mortgage holders: most American homeowners.

11.

EXTENT AND NATURE OF CIRCULATION	AVERAGE NUMBERS	OFFICIAL ARBITRARY NUMBERS
A. TOTAL NO. COPIES PRINTED	1,234,785	454,876
B. TOTAL NO. COPIES SOLD	1,876,987 (figure that one out)	$\sqrt{187.6}$
C. MAIL SUBSCRIPTIONS	876,898	XIX
D. SUBSCRIPTIONS DELIVERED UNTORN	3	π^2
E. TOTAL PAID CIRCULATION	767,868	6–12
F. TOTAL PAID CIRCULATION WITH CHECKS THAT DIDN'T BOUNCE	349,239	1,492
G. COPIES GIVEN AWAY BY THE STAFF	56,987	5 to 1
H. NO. OF COPIES STAFF ADMITS TO GIVING AWAY	3	7/11
I. NO. OF JOKES ATTEMPTED PER ISSUE	131	8=12
J. NO. OF JOKES SUCCESSFUL PER ISSUE	7	0
K. TOTAL: What you get by adding the columns:	1,666,007 (rough guess; we didn't have a calculator)	1,666,007

12. I certify that the above numbers are true and correct; however, I cannot certify the same for this statement.

William Mildred Farnsworth
Higgenbottom Gaines, IX, Publisher.

Please Address All Correspondence To:
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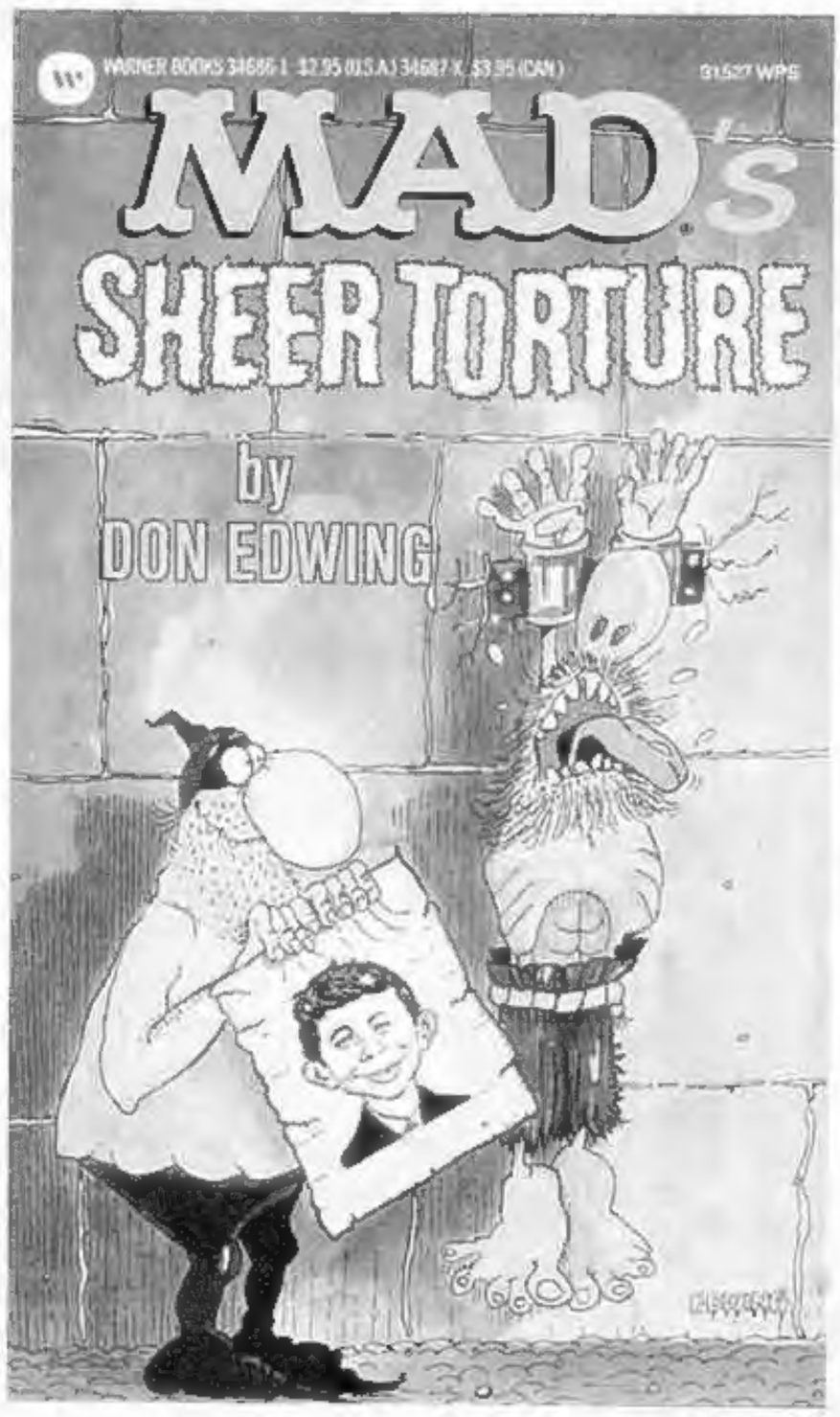
The AGONY and the ECCH-STASY



A painstaking collection of cruel and unusual funishment!

Beat it down to your bookstore for...

SHEER TORTURE

(Make it your laugh request!)

IFS, ANDS AND BUTTS DEPT.

If you think the Surgeon General's Warning printed on cigarette packages still only says "Smoking May Be Hazardous To Your Health," think again! That line's as outdated as a 50¢ pack of menthols. Smoking hasn't gotten safer—ha!—just the opposite. These days it's *so* hazardous that just one warning isn't enough! That's why the Surgeon

NEW CIGARETTE WARNING LA

SURGEON GENERAL'S WARNING:
Stopping Smoking Now Greatly Increases The Need For Tobacco Farm Subsidies. What'll It Be, Clean Lungs Or Lower Taxes?
SURGEON GENERAL'S WARNING:
Since Cigarette Smoke Contains Carbon Monoxide, You Could Probably Save Lots Of Money By Sucking On Your Car's Exhaust Pipe.
SURGEON GENERAL'S WARNING:
Athlete's Foot Is About The Only Thing You Can't Catch From Smoking.
SURGEON GENERAL'S WARNING: Smoking By Fetuses May Result In Injury To Pregnant Women.
TRUE
MERIT
VICEROY
Super Slims

General introduced a series of new, harsher warnings (some of which you may have already seen) to be placed on all cigarette packs. Of course, the tobacco companies would prefer you not even think about this, but we at Mad care! Remember, if you *must* get a bad taste in your mouth, you don't have to smoke—you just have to read...

ABELS YOU MAY HAVE MISSED

PHOTOGRAPHER: IRVING SCHILD IDEA: ANNE GAINES WRITERS: JOE RAIOLA & CHARLIE KADAU

Parliament
Lights
Menthol Fresh
TOBACCOS
TURKISH & DOMESTIC BLEND
100s
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Emphysema, Arteriosclerosis, Heart Disease, Tuberculosis, Black Lung, Asthma, Tumors, (list continued on next pack)
SURGEON GENERAL'S WARNING: Contrary To Popular Belief, You Cannot Determine The Age Of A Smoker By Counting The Layers Of Nicotine Stains On His Fingers.
SURGEON GENERAL'S WARNING: People Who Walk Around With Cigarettes Behind Their Ears Look Like Schmucks.
SURGEON GENERAL'S WARNING: Smoking In A Crowded Restaurant Greatly Increases Your Chances Of Getting Soup Poured On Your Head
FILTER CIGARETTES
MENTHOL

THE TUX FLOCKS HERE DEPT.

A Mad Peek Behi
A HIGH SCH

I want you back here at precisely 10 p.m. to take us to the Chez Paris Café, and then the Nightlife Dance Club at midnight!

Yes, sir!

Bill's chauffeur is pretty good at taking orders!

He's had lots of experience! That's Bill's father!

Boy, I feel kind of nervous, but Ed looks so at ease and comfortable.

He should! This is his third prom! He's been left back the last two years!

Hey, I snuck in a whole six-pack of beer!

I drank it outside!

Great! How'd you do that?

Say, didn't I already take your picture 15 minutes ago?

Yes, but Frank and I just broke up! Now I'm going steady with Bill!

What a night! My gown is uncomfortable, the food stinks, my date is a wimp and the music sucks!

Why didn't you just stay home?

And miss my prom? Are you kidding? This is the happiest night of my life!

Wow, I am so drunk!

Me, too! I'm totally wasted!

Don't they know the strongest ingredient in that punch is grapefruit juice?

No! When they asked, I told them it was spiked with Vodka!

ARTIST: SERGIO ARAGONES WRITERS: CHARLIE KADAU & JOE RAIOLA

nd The Scenes At OOL PROM

Look, Shirley and Hank haven't stopped making out since they arrived!

I sure hope their dates don't see them!

Paul is such a hunk! Why did he bring that dog Sue as his date?

It's payback! She let him copy her test answers during finals!

I don't think "Satan's Sludge" is an appropriate band for this type of event!

I definitely agree, but "Pig Blood" was already booked!

I paid 40 for mine...

Mine was 50...

I had to pay 60...

Isn't it nice the way Beth always rests her head on Tommy's shoulder?

She has to! She used 5 cans of hairspray and she's stuck to his lapel!

Are they talking about how much their tuxedo rentals cost?

No, how much their fake I.D.s cost!

Be careful, you're getting sauce on your tuxedo!

So what, it's rented!

Hey, you're right... FOOD FIGHT!!

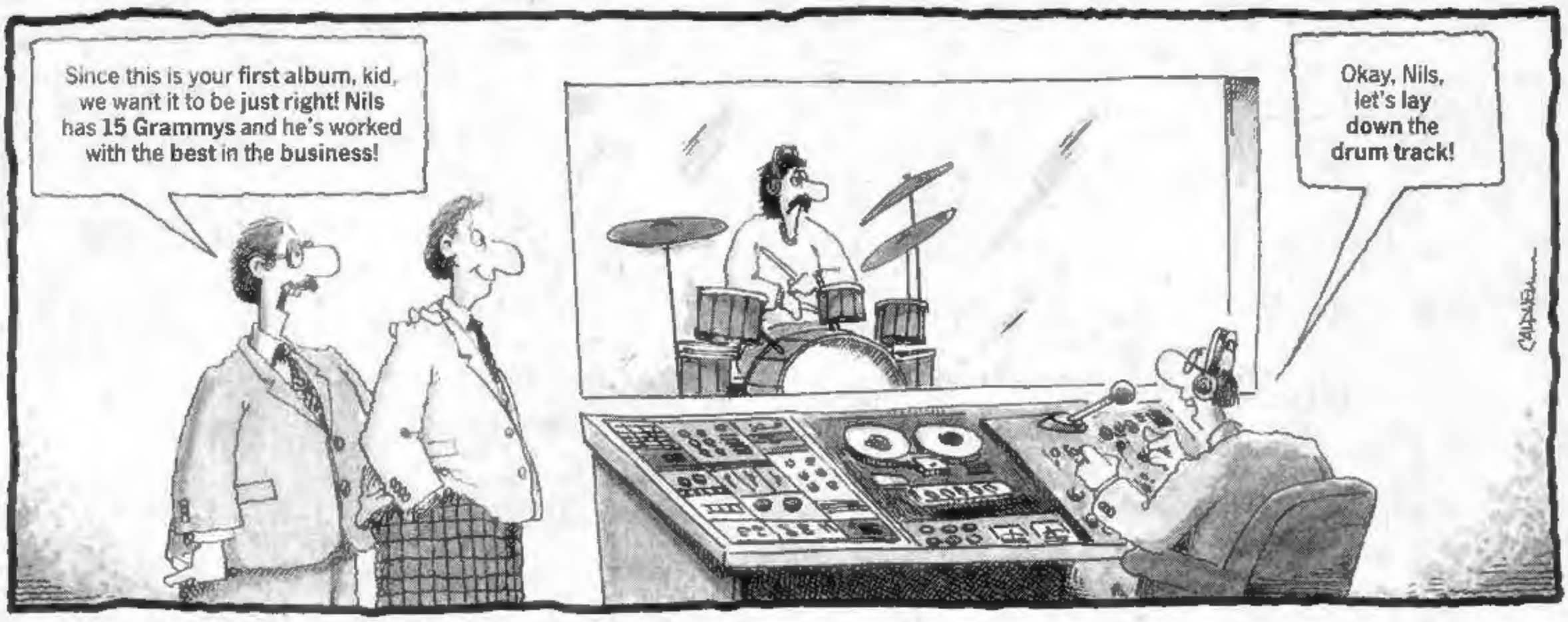
Look at that ugly, green, slimy corsage Kathy is wearing!

That's no corsage! Her date got drunk and barfed on her!

ARAGONES

DRUM SCHTICK DEPT.

DRAMA ON PAGE 8


Since this is your first album, kid, we want it to be just right! Nils has 15 Grammys and he's worked with the best in the business!
Okay, Nils, let's lay down the drum track!

ARTIST & WRITER: JOHN CALDWELL

Three Morons and a Baby

ARTIST: ANGELO TORRES WRITER: STAN HART

A baby! What are we supposed to do with a baby?

About fifteen minutes worth of adorable ca-ca and wee-wee jokes, obviously!

Fifteen minutes? Hey, I'm in show business! I know about these things! High class schtick like ca-ca and wee-wee are good for at least 45 minutes!

Great! Not only was I born out of wedlock and abandoned by my mother, now I have to live with these three schmucks! What a way to start life!!

MAGNUM FARCE

CHEERS

MAGNUM CHAMPAGNE

HAPPY BIRTHDAY

Babies are such magical creatures!

They certainly are! They can change three seemingly normal men into slobbering idiots!

Who's that strange-looking guy?

That's Leonard Nimoy! He directed this movie!

Is he any good?

They say he has an eye for comedy!

Well, he certainly has the ears for it!

Isn't Selleck too old to be playing a swinging architect?

That's for sure! In fact, I can't figure out if we're here to celebrate his birthday or his retirement!

BIMBOS UNLIMITED

Happy Birthd

BUSH

DREKKIE

I NEED TO BE PAMPERED

Listen, fella, I need some **baby food!**

Well, for infants up to six months you have the **strained** variety! If the child is older, you have the **chopped** foods! And for **desserts...**

This is a **totally new experience** for me!

You mean being a new **father?**

No, I mean meeting a **supermarket clerk** in New York City who is **courteous** and **helpful** and **knows** where every **product** in the **store** can be **found!**

PLEASE DON'T SQUEEZE THE WHIPPLE

SUPER MARKET MAN

The lady said that before the baby gets her **milk**, the **nipple** must be **sterilized** in **boiling water!**

No wonder so few women **breast feed** today!

Hooboy! As soon as I learn to **crawl**, I'm **outta here!!**

Oh God! You see what she did to her **diaper?**

Yeah—the same thing **we did** to the charming **original French film** about **three men and a baby!**

I've been in **films** for only **5 minutes** and already I'm doing a **nude scene!** That's some lousy **agent** I've got!

Not **again!** That's the **third time** her **diaper fell off!**

How about if I **nailed** it to her?

You know, we're doing something that's **never** been done **before**—we're making a **movie** that's even **dumber** and harder to **believe** than a **TV sitcom!**

By the way, did anyone deliver a **small package** to be picked up **here?**

Yeah! What's in it?

The **plot** for this **movie!**

I'm with the **drug squad!** We're looking for a **drug shipment** sent here by a **friend** of Jerk, your other **roommate!**

Which **friend?**

The one who **directs TV commercials!**

Jerk should plead **guilty** to the **drug charge**—it's the lesser of the **two offenses!**

WOODEN N PPLES

Mom, I have a question to ask you! Would you take care of her for me?

It wouldn't be right! Look at the bad job I did of bringing you up! You're a world class nitwit!

I also have a question! How can an unemployed actor like him afford to live in a luxury apartment like this?

Ma'mselle would perhaps like some vintage milk from zee cow, *n'est pas?*

Is it any wonder why this dork is unemployed?

STOLEN FROM CHEERS

Look — Jerk finally got her to stop crying!

Great! How'd you put her to sleep?

I read her the script of this movie!

I arranged it with the drug dealers to hand over the stuff!

F-ne! But why bring the baby along?

Smarten up! If she isn't in every scene, this flick goes right into the diaper pail!

Wow! Today my Dad single-handedly destroyed the old movie cliché that a man dressed in women's clothing is always funny!

I've got some bad news and some good news! The bad news is she's running a fever!

What's the good news?

When she runs a fever, she also gets constipated!

I get a big kick out of weak, helpless creatures!

Yeah, we like babies, too!

Who's talking about babies? I meant you guys!

I've come for that teensy-weensy little charmer everyone adores!

Sorry, lady, Danny DeVito's not here!

GUIDE TO BAD ART IN N.Y.C.

MUSIC AND ART

Jerk, is she the baby's mother?

I don't remember! I don't think I said more than a few words to her!

That's right! But do you remember what those words were? "Sorry, I assumed you were on the pill!"

BABY RATTLER

I've decided to take her back home to London!

Hey, Jerk, you can stop her legally! You're the father! She abandoned the baby! She has no visible means of support and she's taking your child out of the country without your consent!

There's one thing wrong with that argument—it's logical! And once people start being logical, they begin to ask questions like, how'd my mom raise the cash to get here and why didn't she spend it on taking care of me?

I couldn't leave and don't ask me why because I have absolutely no believable reason for doing this!

No problem! You and the baby can live here with the three of us!

That's just great! You're such nice guys!

Not really! If we were such nice guys we'd insist that Jerk do the right thing and marry you!

ANCHOR SORE DEPT.

BROADCAST SNOOZE

If my mother is happy to live here while my father has other women in his room, then what chance do I have of growing up to be a normal person? Goodnight, I've had it!

You know, the baby seems really quiet tonight..

She gets comatose watching TV! Especially what's coming up next...

...and now our special in-depth feature . "The Media Looks At The Media Looking At The Media!"

You look troubled, Tomfool! What's wrong?

I'm not good at what I'm successful at!

Gee, that doesn't bother President Reagan...

I'd like to be an anchorman like Tom Brokaw!

Impossible! You can pronounce your "L's" perfectly!

Then how about Dan Rather?

Nope! I'm afraid you blink your eyes occasionally!

THE BATTLE OF THE CENTURY

WIMPY BUSH VS DAN 'THE MOUTH' RATHER

LIVE ON TV

ALSO ON THE CARD ROBERTSON-BROKAW

BROADCASTERS CONVENTION

Where did that attractive new guy learn the business?

He's a graduate of 'The Geraldo Rivera School of Broadcasting"!

What's Jack Nicholson doing in this picture?

Over-acting, as usual!

I hate being just a plain news reporter! Unless you're an anchorman, nobody knows who you are!

I can't agree with that, Airdale!

Oh yeah? See those two people? They walked right past without recognizing me!

So what?

So what? They're my mother and father!

A big story just broke! Tomfool will have to handle it alone!

He's too stupid to do it, Pain!

Don't worry, I told him to hook up a small intercom and I'd feed him the information!

The intercom is ready, Pain!

Did I tell you he was stupid?

..and that's the news! This is Tomfool Grunt saying goodnight!

..and that's the news! This is Tomfool Grunt saying goodnight!

See, Airdale, I told you Tomfool could do it!

That's true! But how'd you know?

I saw his resume! He once worked as a ventriloquist's dummy!

Tomfool, you're too stupid to be an anchorman! I'll bet you don't even know the names of the Cabinet members!

Oh yeah? Well, I know something more important! Can you name all of Snow White's dwarfs?

Sure! I know everything! Sneezy, Happy, Sleepy, Dopey, Grumpy, Doc, and Bashful!

Hah! I knew you couldn't do it! You left out Harpo!

Ever notice that in movies like this, the Jewish guy always seems to be the brightest one?

Sure! They gotta do something to compensate for the fact that the WASP guy always gets the girl!

Even though you're a conceited jackass, Tomfool, I feel drawn to you!

That's about par for the course!

You're enormously attractive and irresistible! Haven't you ever felt that way about someone?

Of course! I feel exactly the same way every time I look in a mirror!

WHAT'S THE FREQUENCY, KENNETH?

KEEP OFF THE GRASS DEA

MODERN ROMANCE

Tomfool, I want to ask you a few things! Don't you think that you're shallow and unqualified for your job? And don't you think you're an embarrassment to broadcast journalism?

Anything else?

Yes—would you please help me be just like you? Please, Tomfool. I beg you!

..and in Washington today, the Congressional subcommittee on Legislative Oversight heard testimony from several

You know, I think our TV audience will object to Airdale's sweating so profusely!

Imagine how they'd feel if they were here in the studio and could smell him!

The network has really cut back on personnel! Airdale, have you been fired, too?

Sorry, Jake, I can't stop to talk now! I've got to get going!

With all those pencils you're carrying, you must have a big story to cover!

What story? I'm going to sell them on the street corner!

PINK SLIPS

I've been transferred to London. Pain! But I have a week off in between! How about going away with me to the Caribbean?

Why should I want to do that?

Because we're both crazy about the same things — my hair, my eyes, my smile, my arms, my buns..

No way would I go with you! I saw how you faked tears in that interview you did! You're a disgrace to broadcasting and a blot on the integrity of all TV news!

Integrity? Hah! I'll show you integrity! Like when we do shabby exploitation features during "Sweeps Week" to get good ratings..

Starting next week, a special report on "Deviate Teen-age Sexual Practices in the United States"!

How about the way we invade people's privacy in their time of grief?

How do you feel about your house burning down with all your children inside it?

And, of course, the ever-popular practice of using the news as a teaser to keep the audience tuned in during the commercial!

Many area residents killed in huge plane crash! That story next, after these words from Funny Farm Insurance!

Would you like to see more "integrity," Pain?

Yes! Your place or mine?

SEVEN YEARS LATER

Hi, guys! Let's do a wrap up of the news of what's happened since we were together last! Everyone knows, of course, that I've been the anchorman for the network's Evening News!

I guess that just goes to prove what you've always said, Airdale — that brains are a handicap in this business!

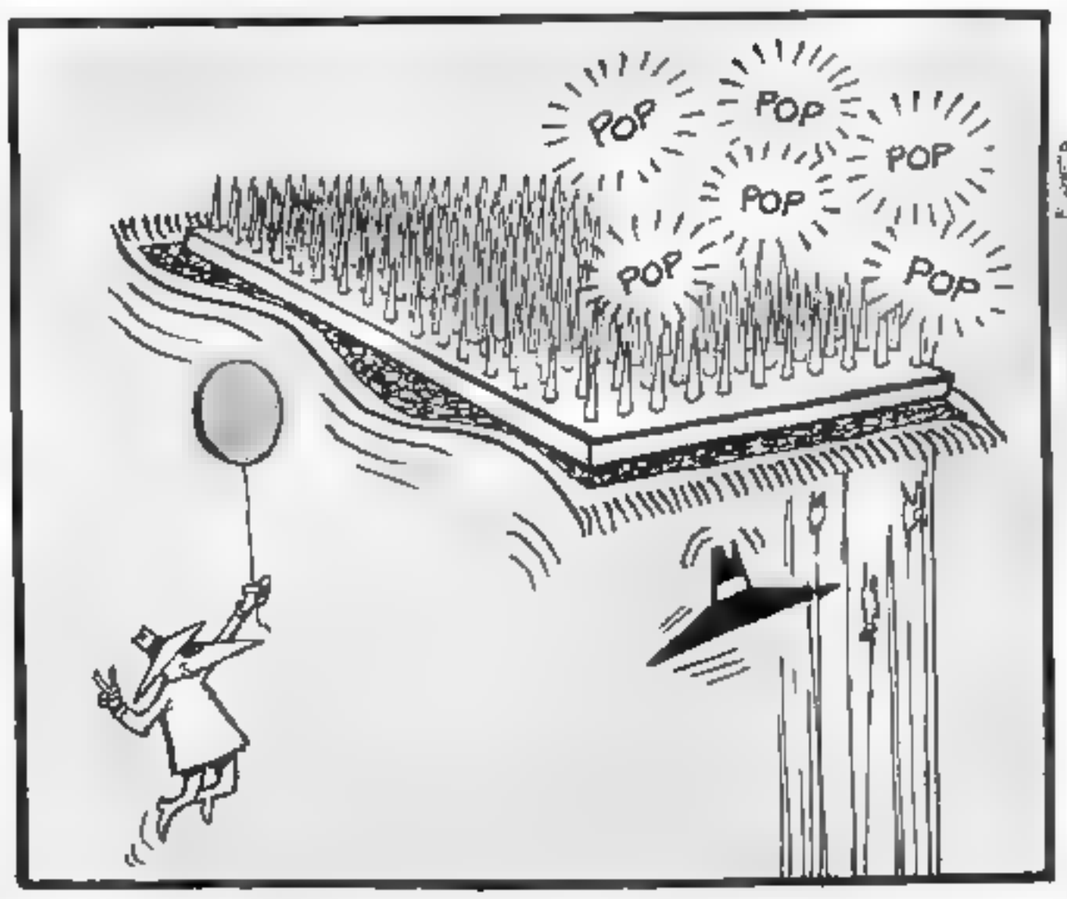
That's true! But remember, those who live by the popularity polls must also die by them, Pain! I heard from a reliable source that Tomfool's going to be replaced by someone a lot more popular than he is..

Tonight's top story: In Manhattan today, a baby was left on the doorstep of three swinging, eligible bachelors in a case the police are calling, "Three Morons and a Baby!" Hey, guys, no problem! Too bad it wasn't a cat!

HAH!

BEFORE YOU GO FOR THAT FINAL SNACK I WANT YOU TO KNOW I'LL BE RIGHT BACK!!

SPY VS SPY



DUCK EDWING RUSHES INTO THE EMERGENCY ROOM

ARTIST & WRITER DUCK EDWING

HELP! HELP! MY SON SWALLOWED A FOOTBALL!

EMERGENCY WARD

...SIX SECONDS LEFT... AND THE SCORE IS TIED... DO YOUR THING!

NO SWEAT!

GAG! HAK! CHOKE!

KA-BOOM

WHAT'S THIS...? LUNCH?

EMERGENCY

TROMP!

TROMP!

TROMP!

TROMP!

NO... A TREE SHREDDER ACCIDENT VICTIM!

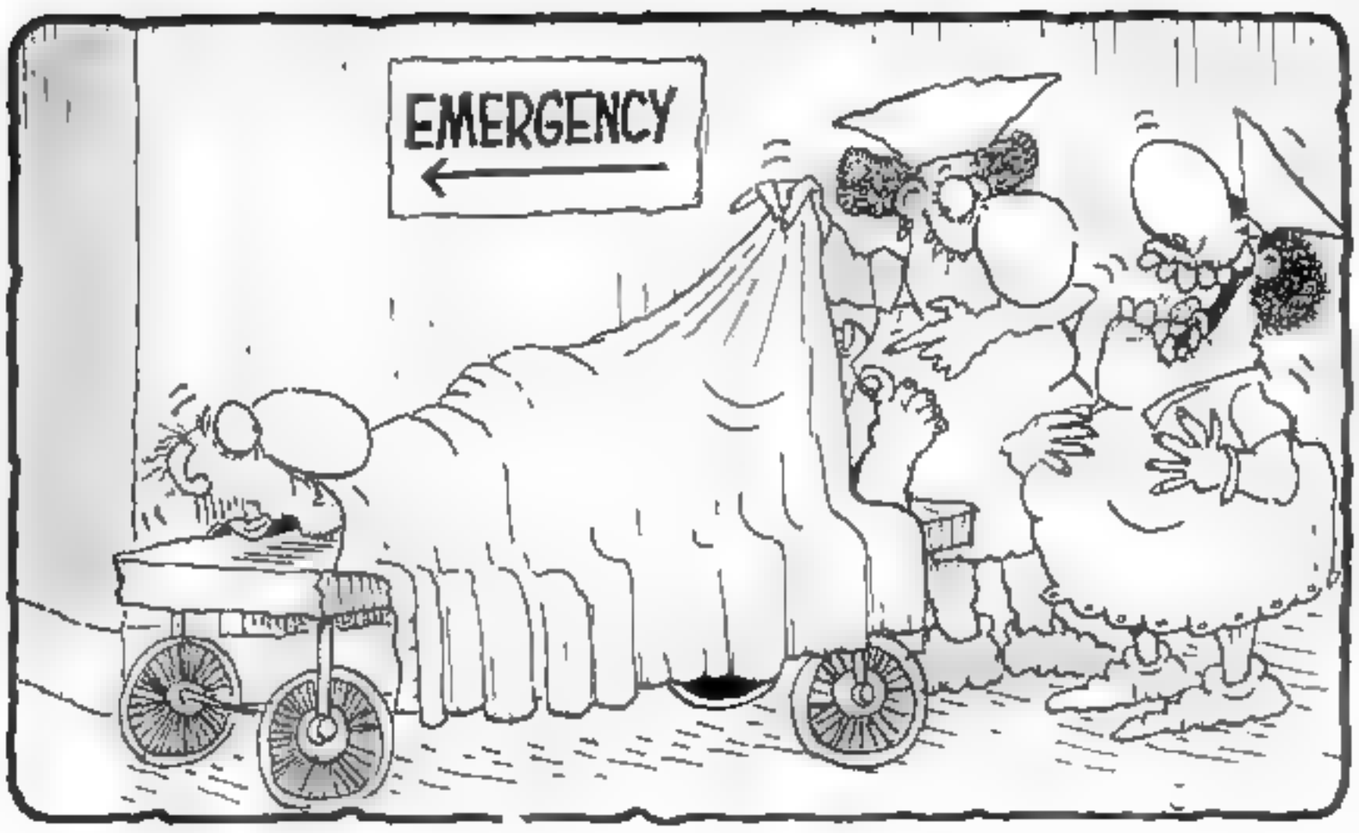
RETCH! RETCH! BARF!

WHAT DOES THAT SIGN SAY?

WHO CARES! THIS IS AN EMERGENCY!

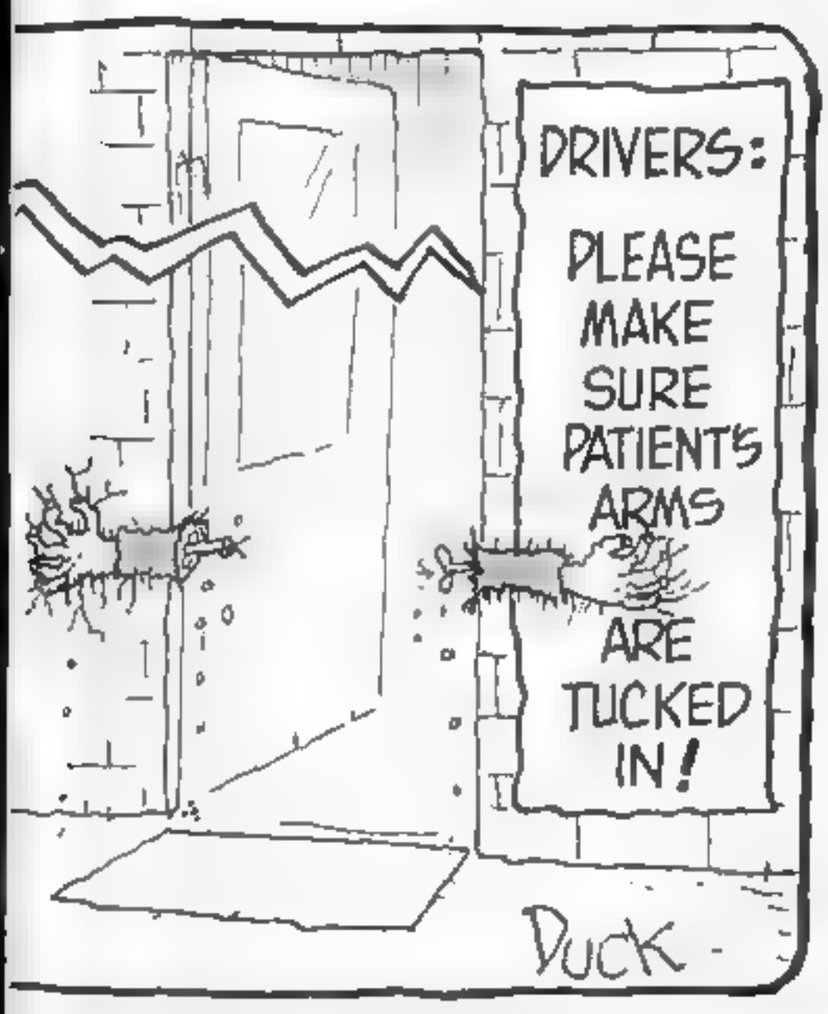
SMACK JUDGE

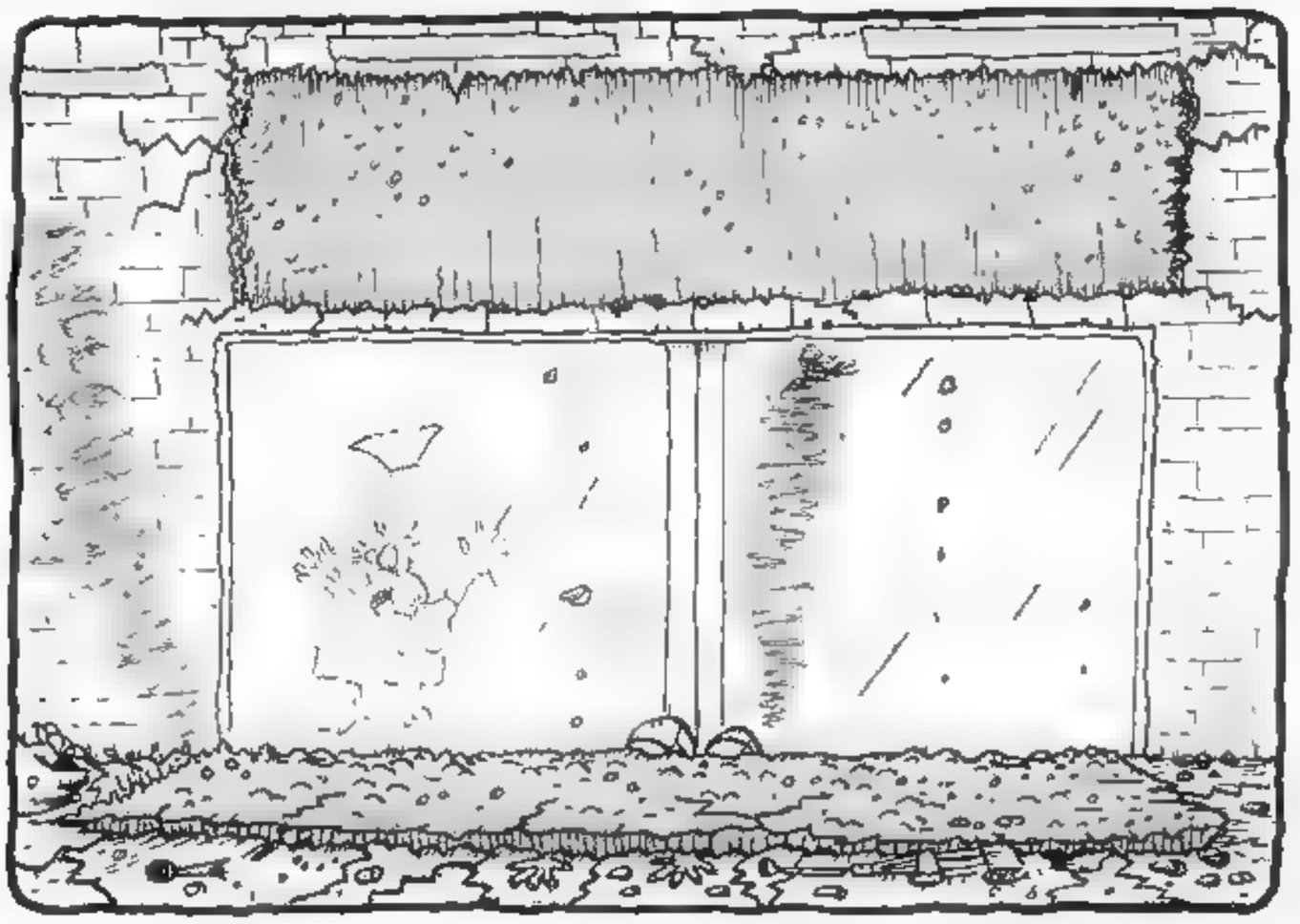
DIDN'T YOU GUYS READ THE SIGN?


EMERGENCY

EMERGENCY
TROMP!
TROMP!

EMERGENCY
...AND FOR PETE'S SAKE... BE CAREFUL! STAY AWAY FROM ACCIDENTS!
YES...YES... THANK YOU...


DRIVERS:
PLEASE MAKE SURE PATIENTS ARMS
ARE TUCKED IN!
DUCK -



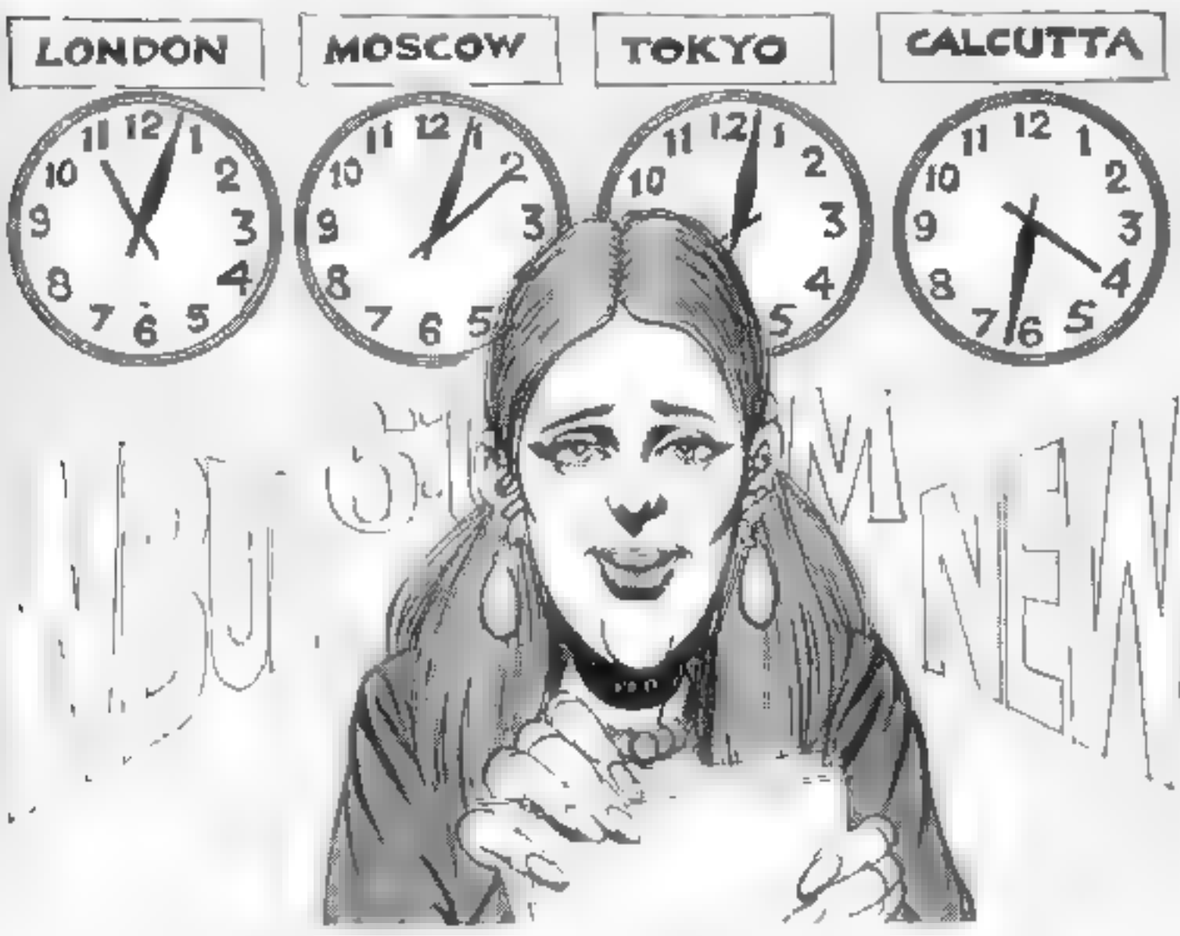
EYEWITNESS RUSE DEPT.

Hey, schmucks! Why do you assume, as you watch your local TV Newscast, that the anchormen and reporters are all top journalists bringing you the very latest in professionally gathered information? We'll tell you why! Because the station management

TRICKS OF THE TRAD

ARTIST: GEORGE WOODBRIDGE

DISPLAYS OF TIME IN FOREIGN CITIES



This is an obvious trick employed by many local TV News Departments to hoodwink their viewers. If you doubt it, just ask yourself, "Why does this station in Ames, Iowa, which has no reporter in Calcutta, India, and has never carried a story about Calcutta, India, need to keep its staff aware of the exact time now in Calcutta, India?"

REMOTES FROM REPORTERS IN THE FIELD

Why does the TV Newsman who's telling you about an increase in phone rates need to be seen standing in front of the Telephone Building? Obviously, he doesn't want you to suspect that he's read the story in the morning paper, just like you. So beware of this form of "on-the-spot reporting" that comes from a spot that isn't exactly "on the spot" where the spot news occurred.

ANALYSIS OF EVENTS BY LOCAL EXPERTS

A high school economics teacher may understand the National Debt almost enough to analyze it on TV, but be skeptical of lesser experts, like the local garage mechanic who's called in to explain what went wrong with today's space launch, or the real estate salesman who makes economic predictions, or the station manager's wife who was last week's expert on El Salvador and this week's authority on food preservatives.

INTERVIEWS OF "THE MAN IN THE STREET"

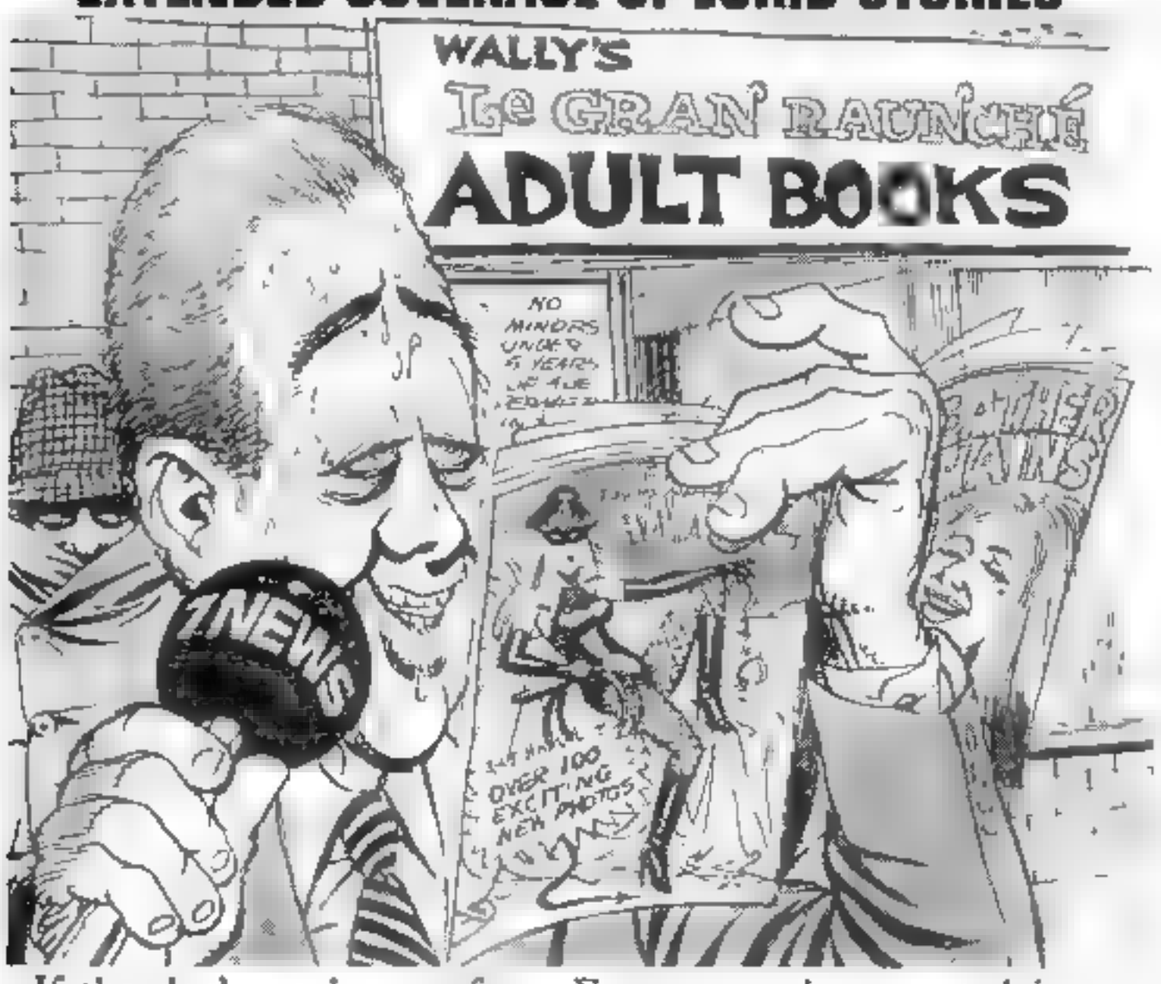
Take just a moment to consider how ridiculous it is for local TV to seek out the opinion of "the man in the street" about some late news development. People chosen at random obviously don't know any more about an event than you do, so why waste time airing their views? Because it's an easy story that can be done right in front of the studio while the station's only mobile unit is out of action getting a lube job! That's why!

uses a whole bagful of gimmicks, props, double-talk and outright tricks to create the illusion that its news people know what they're doing! As part of MAD's ongoing campaign to protect the public from its own gullibility, let's take a hard look at:

E IN LOCAL TV NEWS

WRITER: TOM KOCH

EXTENDED COVERAGE OF LURID STORIES



If the day's total news from Europe can be reported in two sentences, ask yourself why it takes a four-part "investigative series" to cover the town's only porno store. Such lengthy "studies" are even more suspect when they come at the same time that the other local station is doing an in-depth report on "Shower Facilities at the Women's Prison."

NEEDLESS USE OF NEWS HELICOPTERS

Notice how the station, which recently bought a "News Helicopter" amid much ballyhoo, now uses the chopper to make stories that don't really require helicopter coverage appear more sensational. Example: Overhead shot of a factory parking lot to illustrate how striking employees who didn't report to work today also didn't drive their cars to work.

FLAUNTED USE OF MYSTERIOUS EARPIECES

Anchormen at even tiny TV stations are now copying network news stars by wearing poorly concealed earphones attached to long cords. This is to make you think that they're very important people who use the gadgets to remain in constant communication with directors and other flunkies! In truth, anchormen who wear earpieces are just bored with their show and are listening to something better on transistor radios.

DRAMATIC USE OF NEWSROOM ATMOSPHERE

WBUL NEWS 7
I WAS AN IMPORTANT REPORTER ON A NATIONAL NETWORK UNTIL THE STAR SYSTEM REPLACED THE NEWS
- OUR CREDO- THE PEOPLE HAVE A RIGHT TO KNOW... WHATEVER WE WISH THEM TO KNOW.

Televising direct from the newsroom is a common bit of hokum employed by local stations to make you believe you're getting the latest hot-off-the-wire news. To puncture this myth, just watch the newswriters visible in the background, and note that they aren't writing news. Instead, they're talking, or eating, or tossing darts, or doing any of the other things that newswriters do on the job when they think no one's watching them.

ALL THE NUKES THAT'S FIT TO PRINT DEPT.

What would happen if they dropped The Bomb? (No, not the next issue of MAD! Idiot! We mean the *nuclear* bomb!) Our government assures us that life would go on—just as soon as the Feds reinstated mail delivery and taxes! Right! Like we'd really be looking forward to squatting in our shelters, eating Spam and waiting to hear from the IRS!!! It takes *years* for radiation to leave the environment—that's a lot of Spam! So we'd need something to help pass the time...like some magazines! And we can guess what they'd be like! (After all, who knows more about the trashy future of publishing than us?!) So here's a selection of

MAD'S POST-NUCLEAR

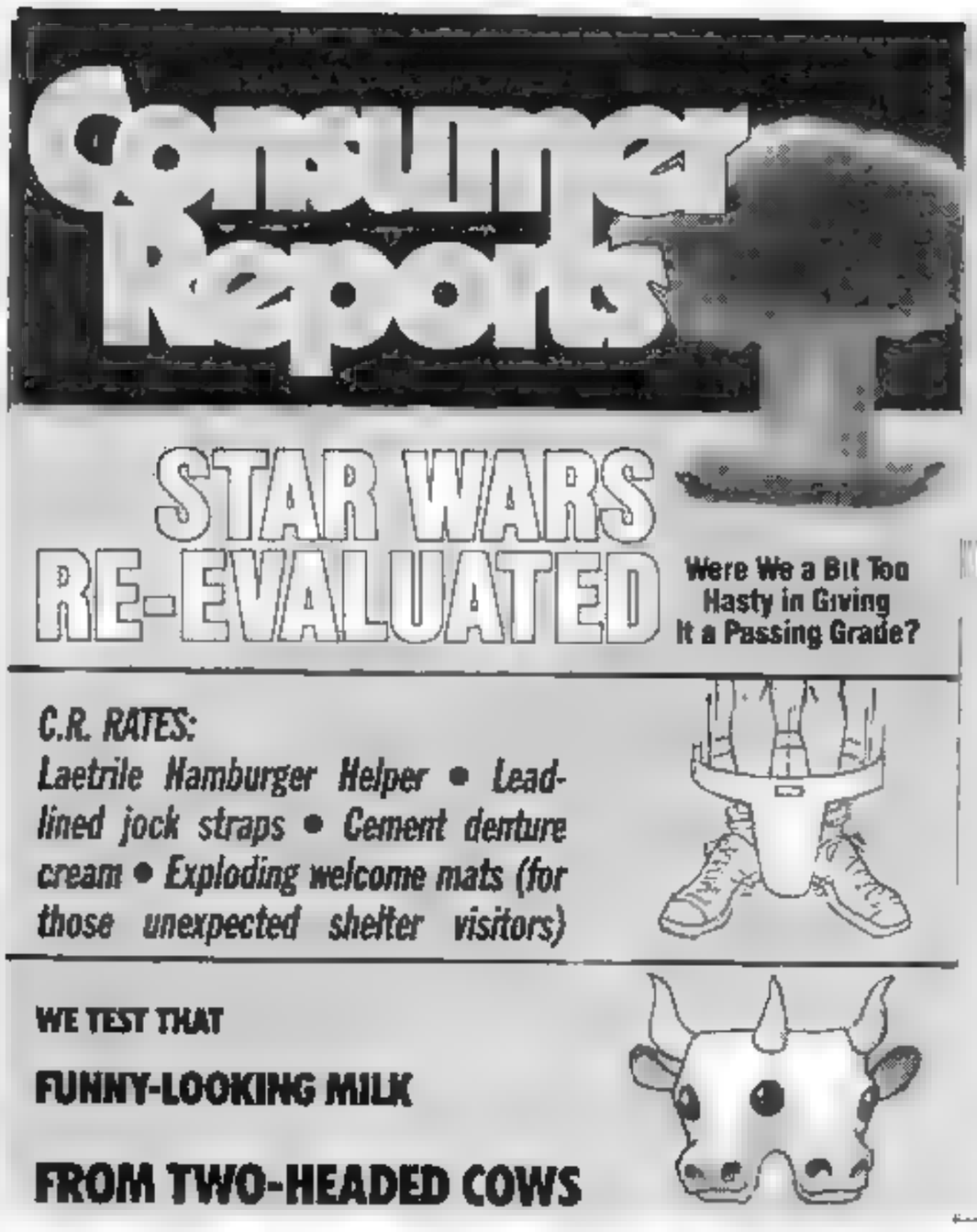
U.S.News
RONALD REAGAN ON THE CURRENT CRISIS:
"WHAT HAPPENED??"
"Did something happen? ...Why wasn't I told about it?...Do you expect me to remember every little detail? ...I have a special committee looking into it...The media has blown (sorry!) this way out of proportion...Well... Nancy, where's my security blanket?..."
AND CANYON
Downtown Cleveland

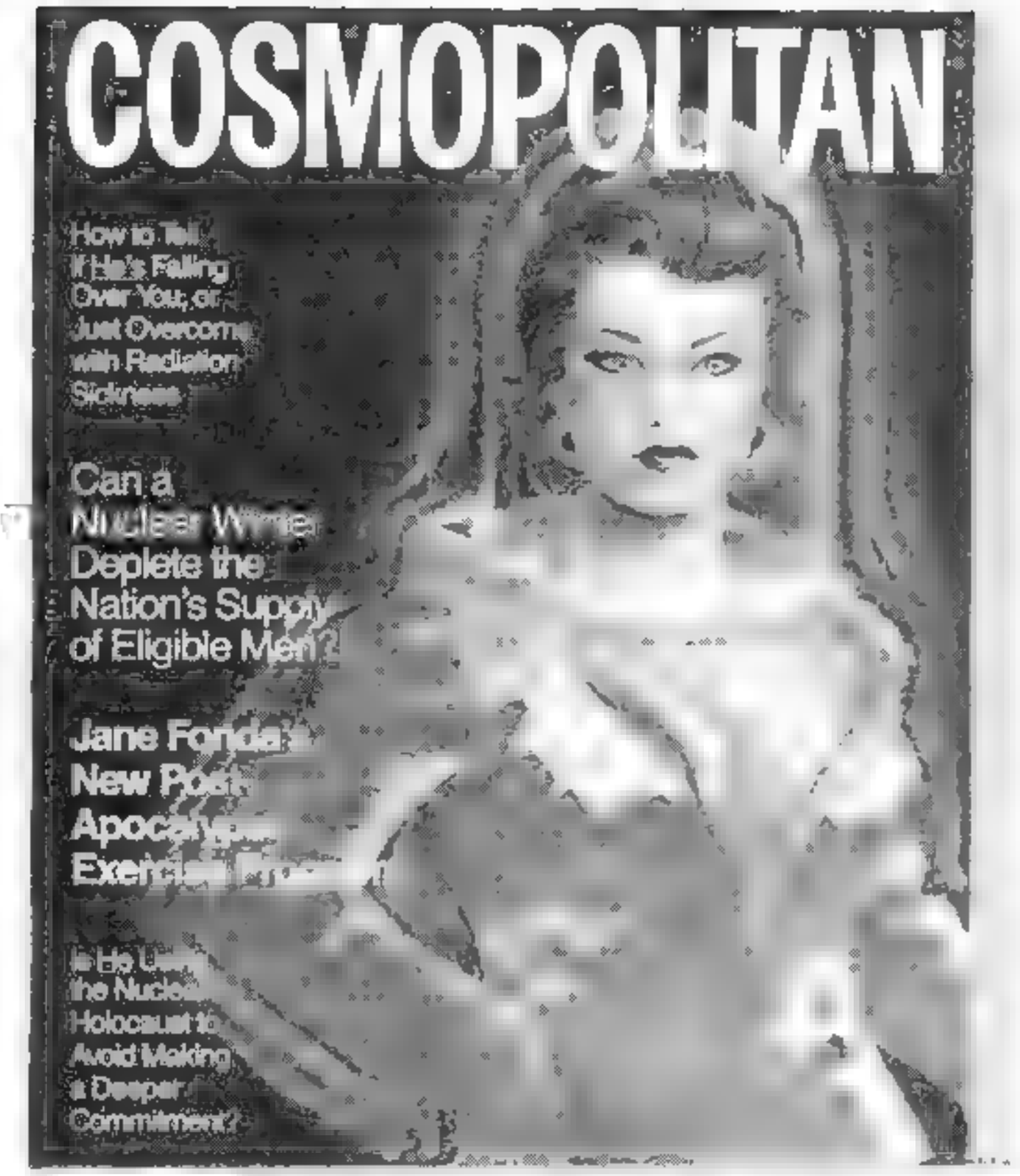
People weekly
ROYAL BREEDER'S REACTION:
Princess Di's Siamese Sextuplets
LIZ TAYLOR
She's introducing the "Telly Savalas Look" for women
JOHNNY CARSON'S TRAGIC STORY:
"All of my ex-wives' lawyers survived!"

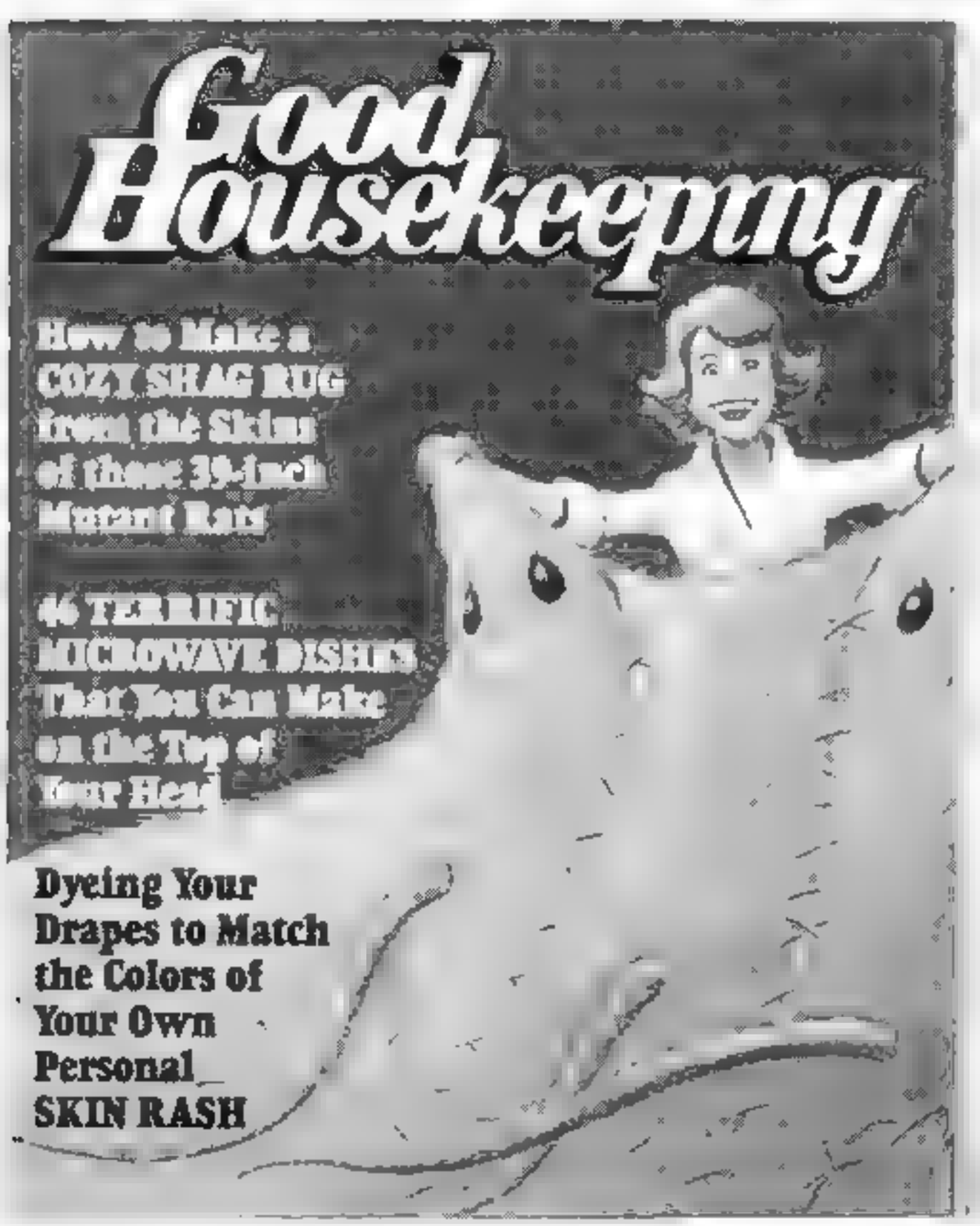
PLAYBOY
Playboy's Exclusive Pictorial: Those Mutant Girls of Lawrence, Kansas
—or How to Use the Nuclear Disaster to Get Your Own Way in...
A Playboy Preview: Hef's Swinging New Bomb Shelter
Can Nuclear Radiation Particles Interfere With Your New Sex

PUBLICATIONS

ARTIST: BOB CLARKE WRITER: BARRY LIEBMAN


Consumer Reports
STAR WARS RE-EVALUATED
Were We a Bit Too Hasty in Giving It a Passing Grade?
C.R. RATES:
Laetrile Hamburger Helper • Lead-lined jock straps • Cement denture cream • Exploding welcome mats (for those unexpected shelter visitors)
WE TEST THAT
FUNNY-LOOKING MILK
FROM TWO-HEADED COWS


COSMOPOLITAN
How to Tell If He's Falling Over You, or Just Overcome with Radiation Sickness
Can a Nuclear War Deplete the Nation's Supply of Eligible Men?
Jane Fonda's New Post-Apocalyptic Exercise Tape
Is It Ethical to Use the Nuclear Holocaust to Avoid Making a Deeper Commitment?


Good Housekeeping
How to Make a COZY SHAG RUG from the Skins of those 39-inch Mutant Rats
46 TERRIFIC MICROWAVE DISHES That You Can Make on the Top of Your Head
Dyeing Your Drapes to Match the Colors of Your Own Personal SKIN RASH

True Romance
A CALIFORNIAN'S INTIMATE MEMOIR
We made love and the earth moved... RIGHT INTO THE PACIFIC OCEAN!
I fell in love with his blue eyes... AND NOW I KEEP THE IN A PICKLE JAR!
A nostalgic suburbanite remembers a night of romance... SNUGGLING UP BY THE LIGHT OF HER HAMSTER!

CARNIVAL KNOWLEDGE DEPT.

GORY HO

ARTIST: AL JAFFEE

ENTER

POLITICAL ROLLER COASTER
START AT THE TOP, TAKE AN UNEXPECTED TURN AND QUICKLY WIND UP AT THE BOTTOM!

FREAK SHOW
SEE PREHISTORIC CREATURE
HELMSUS NORTOCAROLINUS

BUMPER MOT
PLAY IT SAFE! SECRET SE
PROTECT YOUR CAR FRO
CRASHED INTO BY OTH

WASHINGTON MERRY-GO-ROUND
RIDE THE DEMOCRATIC DONKEYS ROUND AND ROUND--AND GET NOWHERE FAST!

FUNHOUSE MIRRORS
DISTORT YOUR IMAGE SO YOU'LL LOOK LIKE J.F.K. TO CAMPAIGN CONTRIBUTORS!

LAME DUCK SHOOTING GALLERY
GET YOUR SHOTS IN WHILE YOU CAN!

ADMISSION $5.00
(AND $5.00 IN FEDERAL MATCHING FUNDS)

LAND

BLOND

WRITERS JOE RAIOLA & CHARLIE KADAU

ORCADE

RVICE AGENTS
M BEING
ERS!

INVASION OF PRIVACY MAZE
TRY TO ESCAPE FROM THE GANG
OF REPORTERS TAILING YOU!

DUNK
TED KOPPEL
HIT THE
TARGET
AND STOP THE
"NIGHTLINE" HOST
FROM ASKING YOU
POINTED
EMBARRASSING
QUESTIONS!

TUNNEL of LUST

RIDE A SCALE MODEL OF
"MONKEY BUSINESS"
WITH A DONNA RICE
LOOK-A-LIKE IN YOUR LAP!

Kiss Me
I'm Stupid

TICKETS

MONKEY BUSINESS

MONKEY BUSINESS

MONKEY BUSINESS

Al Jaffee

25

LITERACY

BERG'S-EYE VIEW DEPT.

THE LIGHTE

IN-LAWS

How were the kids while we were out Mom?
Like angels! Oh yes, there was a phone call for your wife!
Did you take a message?
Yes! I wrote it down in the dining room table dust!

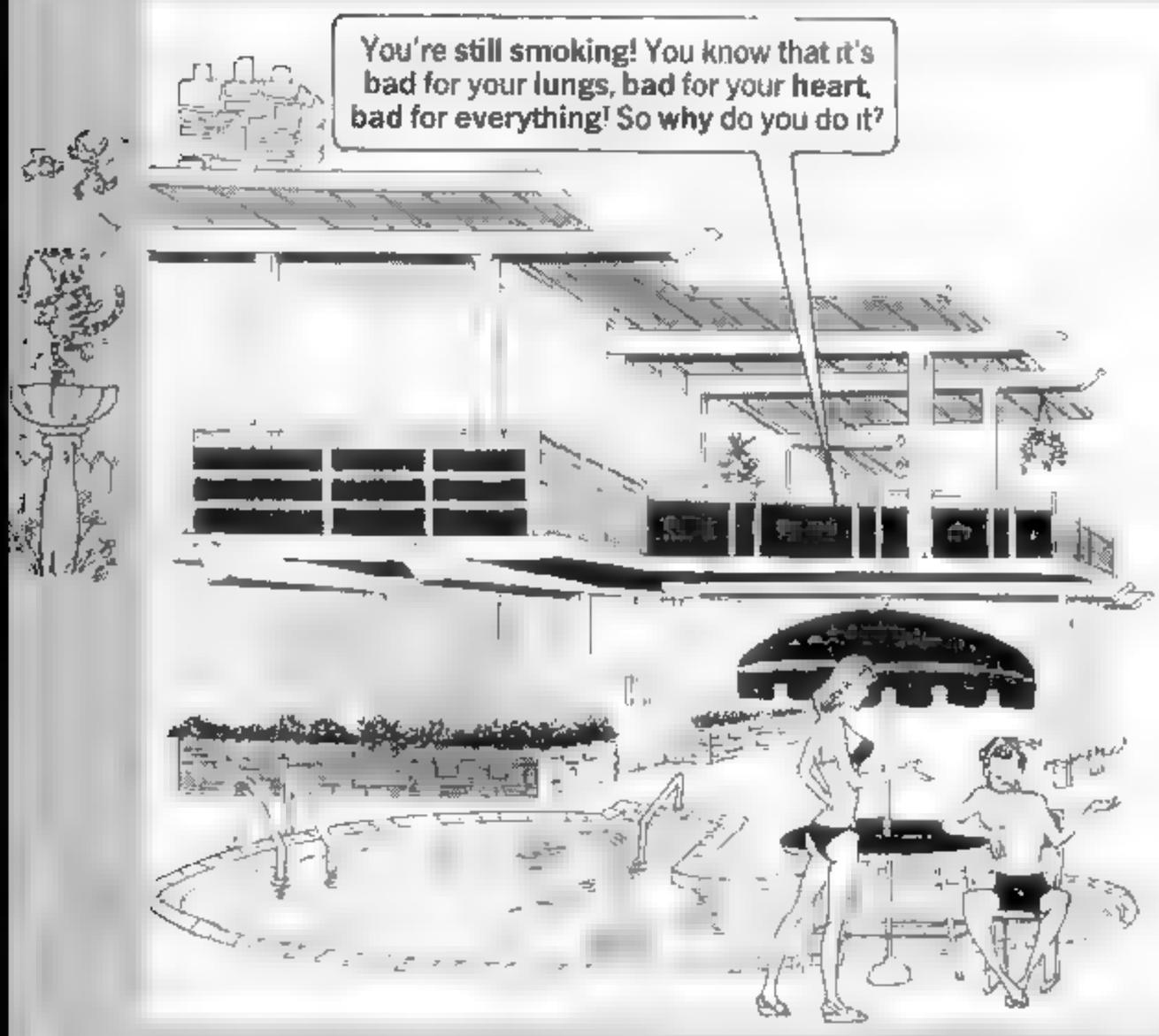
TELEVISION

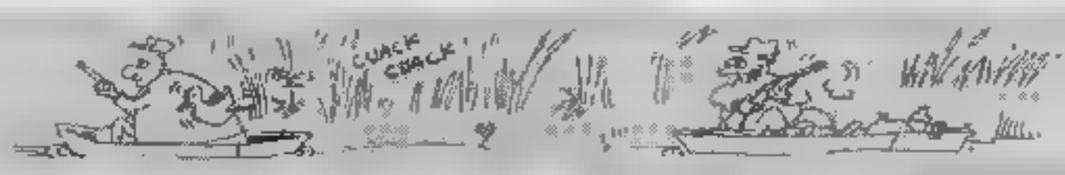
That's the trouble with TV — it's destroyed the art of conversation!
I don't believe that at all!
Have you seen this month's phone bill?

R SIDE OF...

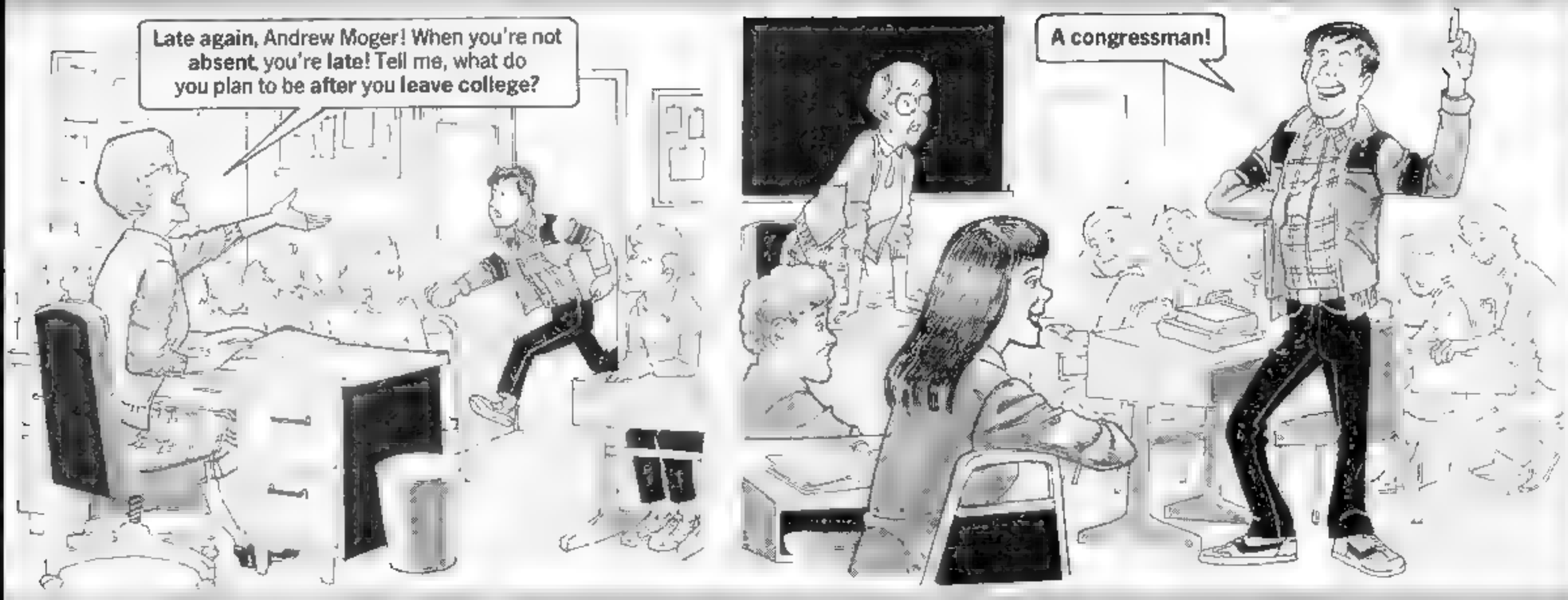
ARTIST & WRITER
DAVE BERG

RATIONALIZATION





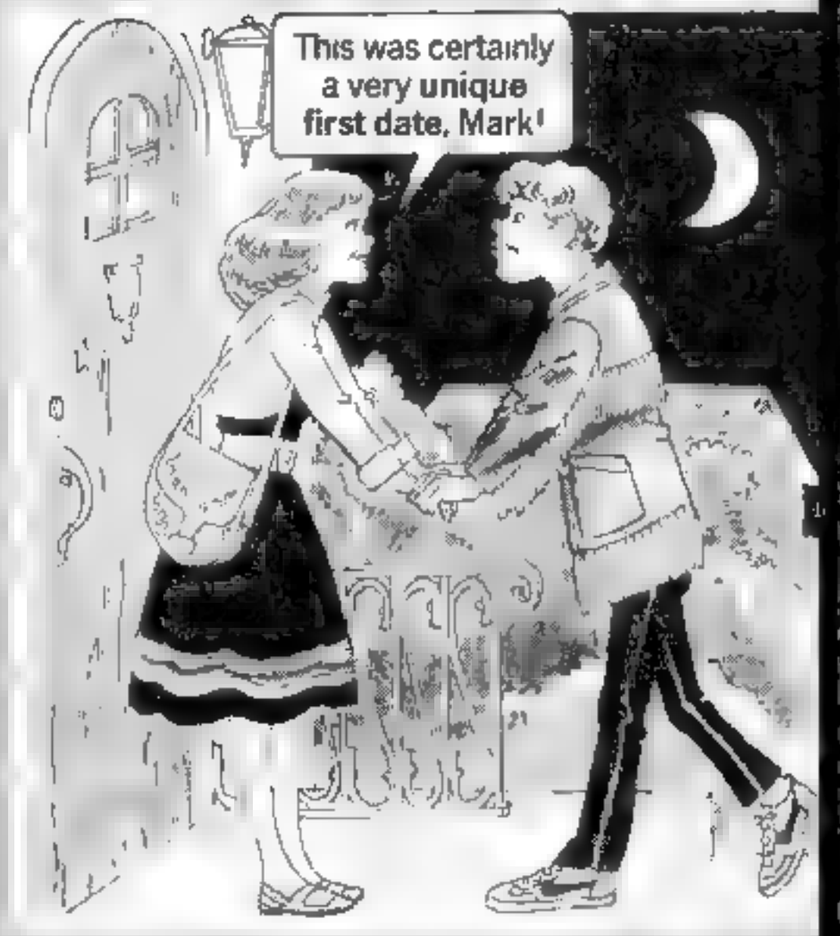
PLANNING AHEAD


Late again, Andrew Moger! When you're not absent, you're late! Tell me, what do you plan to be after you leave college?
A congressman!

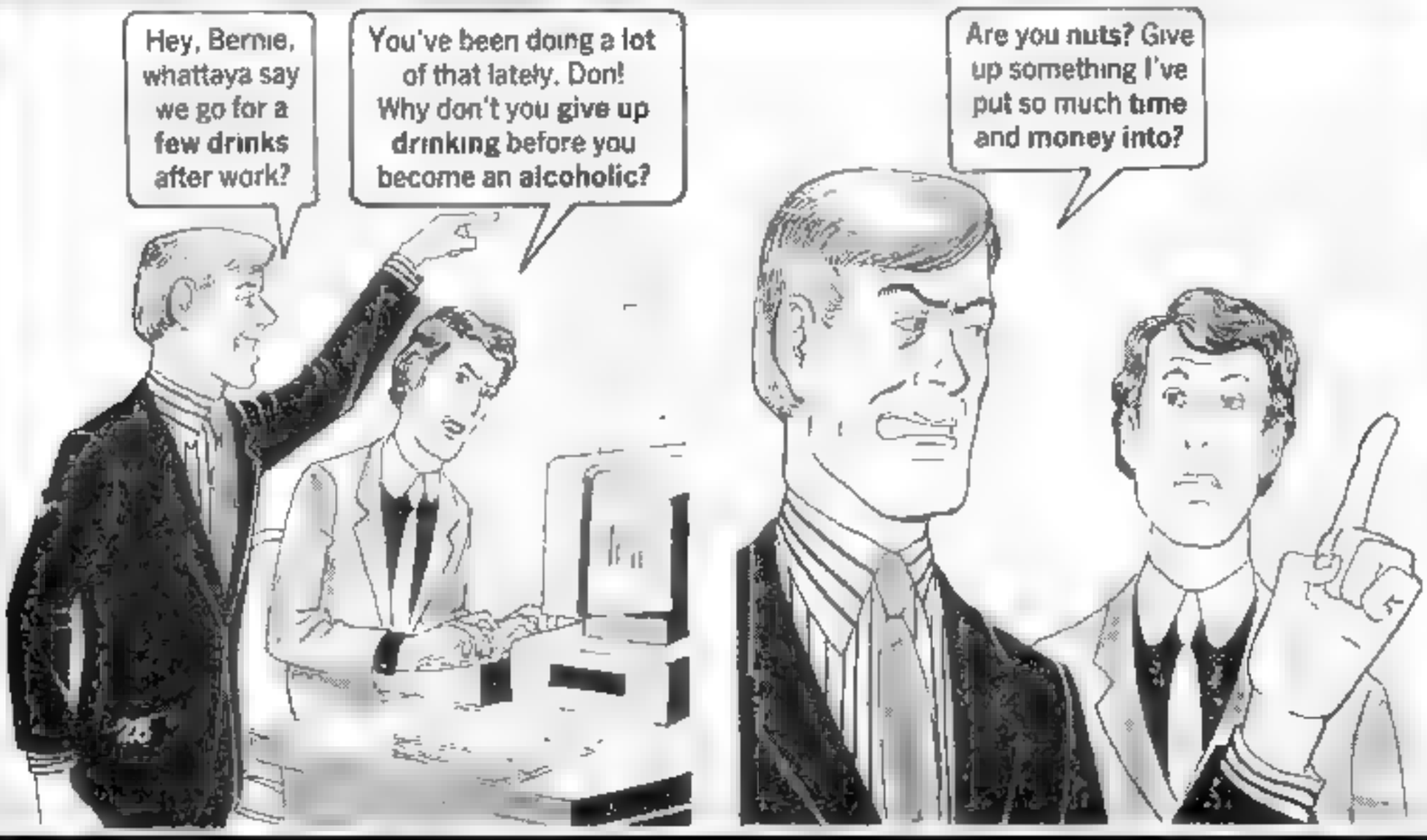
RISKS

It says here that the stomach medication I've been taking has some dangerous side effects! It's being taken off the market!
Oh My! That's too bad, Harold! Are you concerned about it?
Nah! I've got a good supply stocked up!

GOING DUTCH



INVESTMENTS

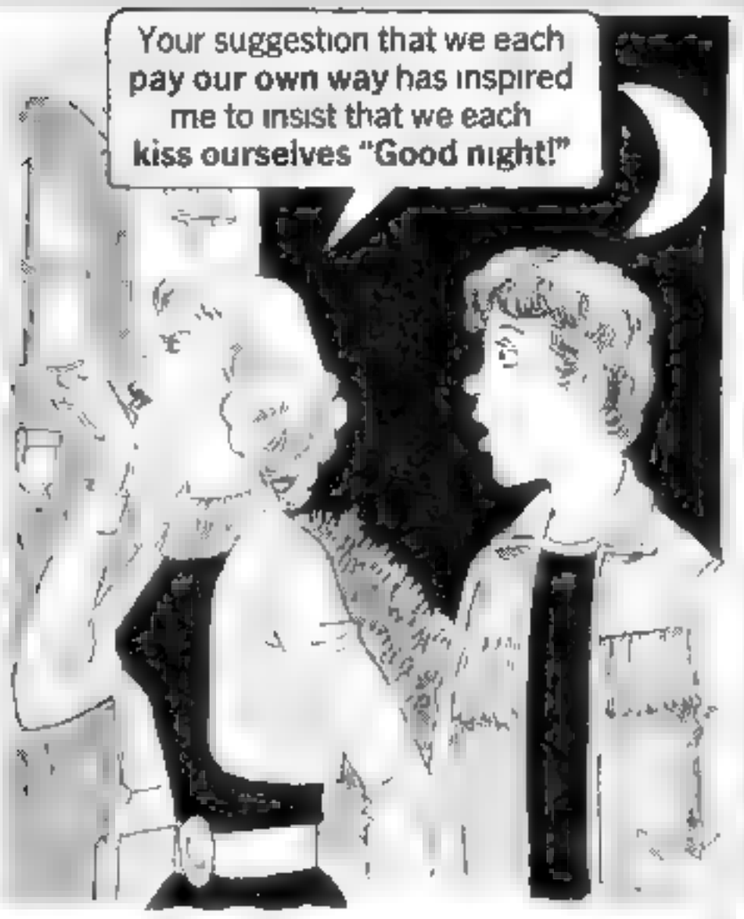

Hey, Bernie, whattaya say we go for a few drinks after work?
You've been doing a lot of that lately, Don! Why don't you give up drinking before you become an alcoholic?
Are you nuts? Give up something I've put so much time and money into?

BABY SITTING

CARS

It's amazing how they've jammed all the features and options of big cars into small cars...
...while still charging a big car price!

WASHING MACHINES



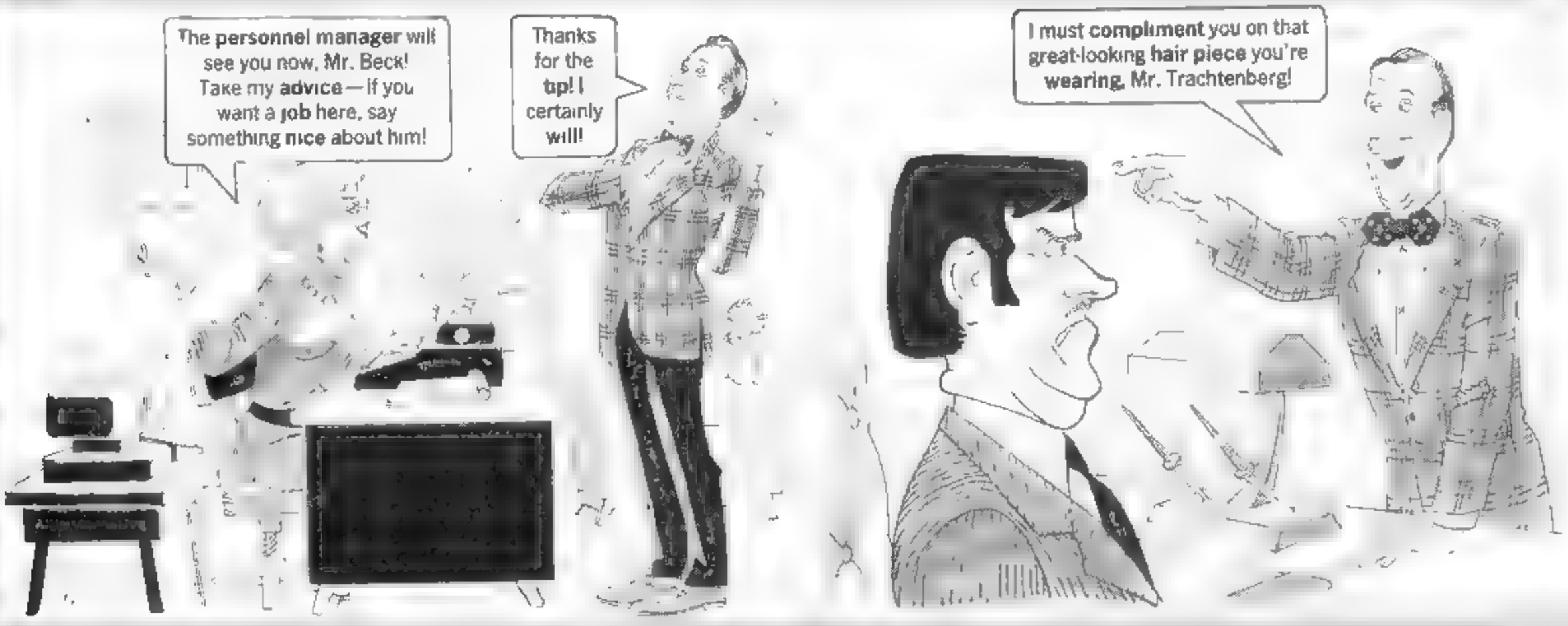
I'm one sock short again! I swear, this machine is a thief! It steals one sock every time I put in a wash!
Maybe it just adds one sock every time!

I want that machine gun!
You can't have that, either! Your mother told me to buy you a toy, but not one that encourages violence!
That's why I'm getting you this cute, cuddly teddy bear!
BAM

LIMITATIONS

Well, she finally did it! She moved out! She was always saying "Tennis, tennis, tennis— that's all you ever think about!"
She was always saying, "You'd rather hit a tennis ball than read a book or go to a movie!" She was always saying, "We never go anywhere on vacation unless there's a tennis court!"
You know something, Nick? You're a bloody bore!
That's another thing she was always saying!

INTERVIEWS


The personnel manager will see you now, Mr. Beck! Take my advice—if you want a job here, say something nice about him!
Thanks for the tip! I certainly will!
I must compliment you on that great-looking hair piece you're wearing, Mr. Trachtenberg!

DOCTORS

Well, Kaputnik, it looks like you've put on a little weight!
No way! I've starved myself these last three weeks! I'm going to try the scale at the doctor's office next door...
I want a second opinion!
DR MALADY
DR KNOW IT
David Berg

GET A PIECE OF THE SCHLOCK DEPT.

IF YOUR HOUSE IS ROBBED OR BURNS DOWN, OR IF YOU HAPPEN TO BREAK A LEG OR AN ARM (OR EVEN LOSE A LEG OR AN ARM), YOU CAN CONSIDER YOURSELF LUCKY— BECAUSE DISASTERS SUCH AS THESE ARE USUALLY COVERED BY YOUR REGULAR INSURANCE POLICY. BUT BEFORE YOU START CELEBRATING, THINK OF ALL THE DISASTERS THAT CAN BEFALL YOU TODAY THAT AREN'T COVERED BY INSURANCE— BECAUSE INSURANCE COMPANIES SIMPLY HAVE NOT KEPT UP WITH OUR CURRENT TECHNOLOGIES AND OUR MODERN LIFE STYLES! WHAT WE NEED IS A POLICY WRITTEN LIKE THIS:

MAD'S COMPREHENSIVE MODERN-DAY DISASTER, HAZARD & PROBLEM INSURANCE

Issued By The
M . A . D .
Mutual of Aggravations
and Demoralizations
INSURANCE COMPANY

"You Got A Piece Of The Rock!"

ISSUED TO:

PRINT CLEARLY—DO NOT WRITE

IN CONSIDERATION OF
PREMIUMS TOTALLING:

WHIMPER SOFTLY—DO NOT SCREAM

ARTIST: PAUL COKER

WRITER: LOU SILVERSTONE

TURN PAGE FOR DETAILED LOOK AT THE "HIGHLIGHTS" OF THIS NEW, MUCH-NEEDED INSURANCE POLICY...

Section 1.

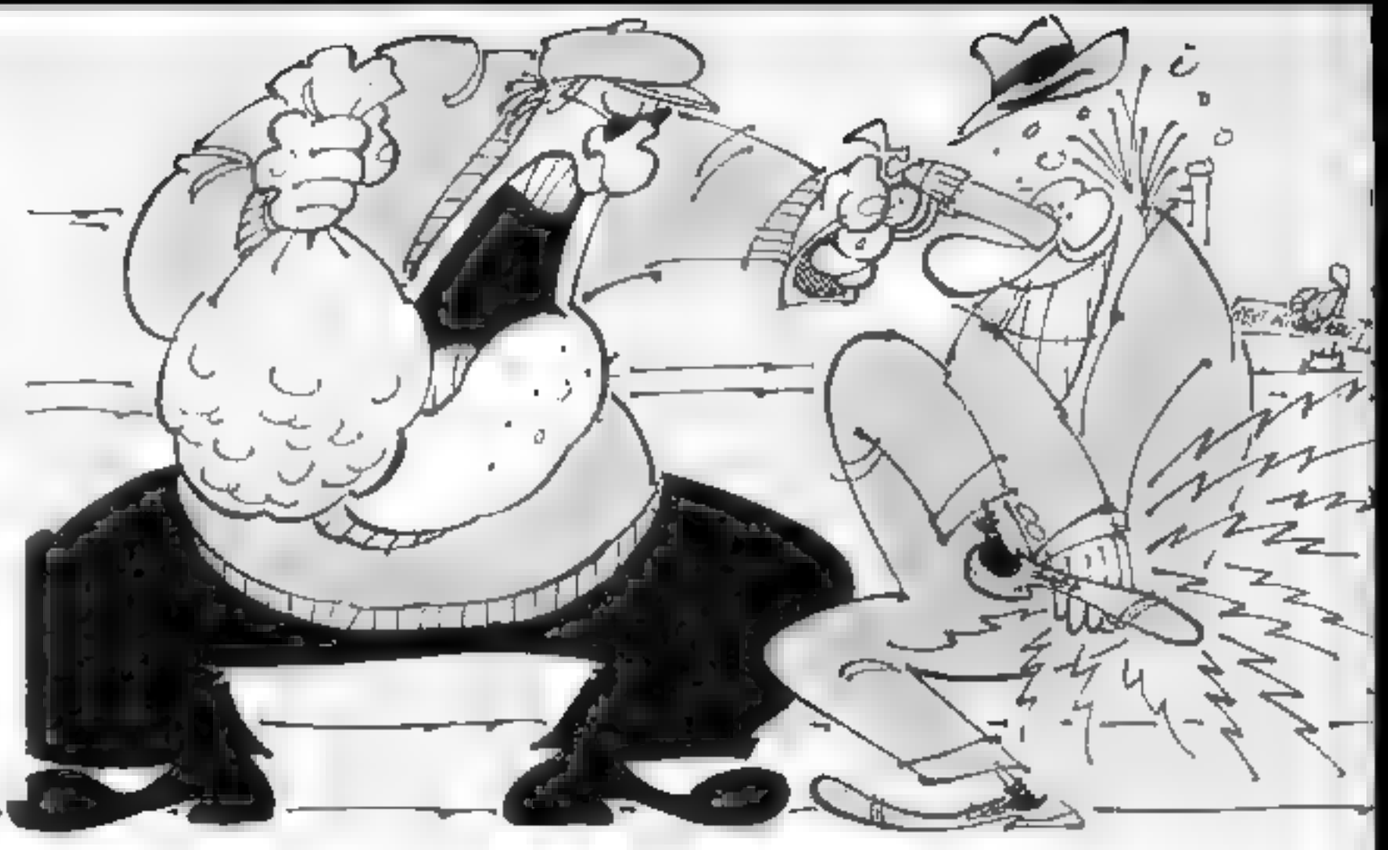
PHONE BEEPER LOUSY TIMING Insurance

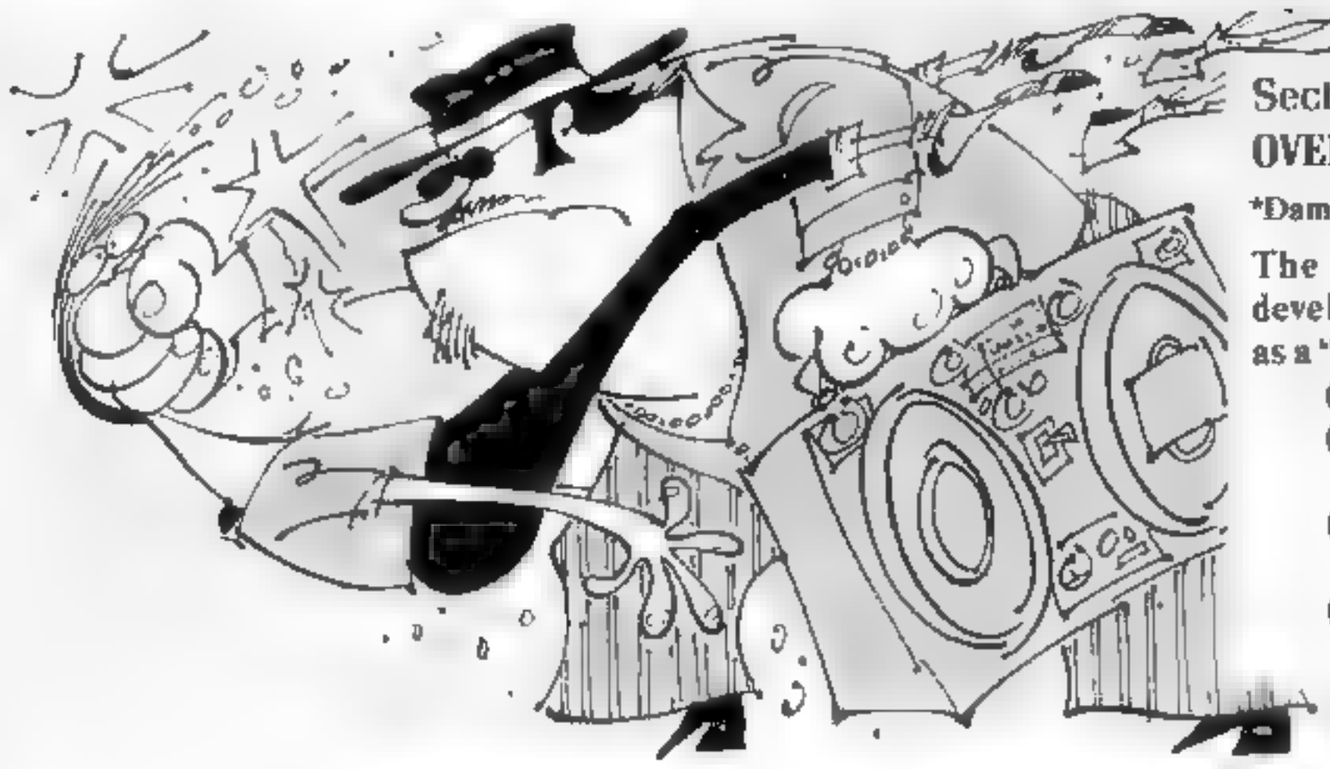
The insured will be paid for all damages incurred, both physical and mental, as a result of his telephone beeper suddenly sounding loud and clear under any of the following conditions:

(1) The insured is about to score with a great-looking chick.

(2) The insured is watching an important event like Monday Night Football, and it's right in the middle of a crucial situation.

(3) The insured is in a bank during a holdup, and the perpetrator announces, "Anybody makes a sound and I blow your (expletive deleted) head off!"...or words to that effect.





Section 2.

OVERSIZED PORTABLE RADIO DAMAGE Insurance*

*Damage to insured, that is...not to portable radio!

The insured is covered if any of the following conditions develop while using an oversize portable radio, also known as a "Boom Box" or a "Ghetto Blaster."

(1) Hernia (self-explanatory).

(2) Ghetto Blaster Shoulder (One shoulder permanently lowered from carrying Boom Box).

(3) Impaired hearing or permanent brain damage from over-exposure to extremely loud music.

(4) Bodily harm inflicted by mean dude when insured tries to prevent him from stealing his Box.

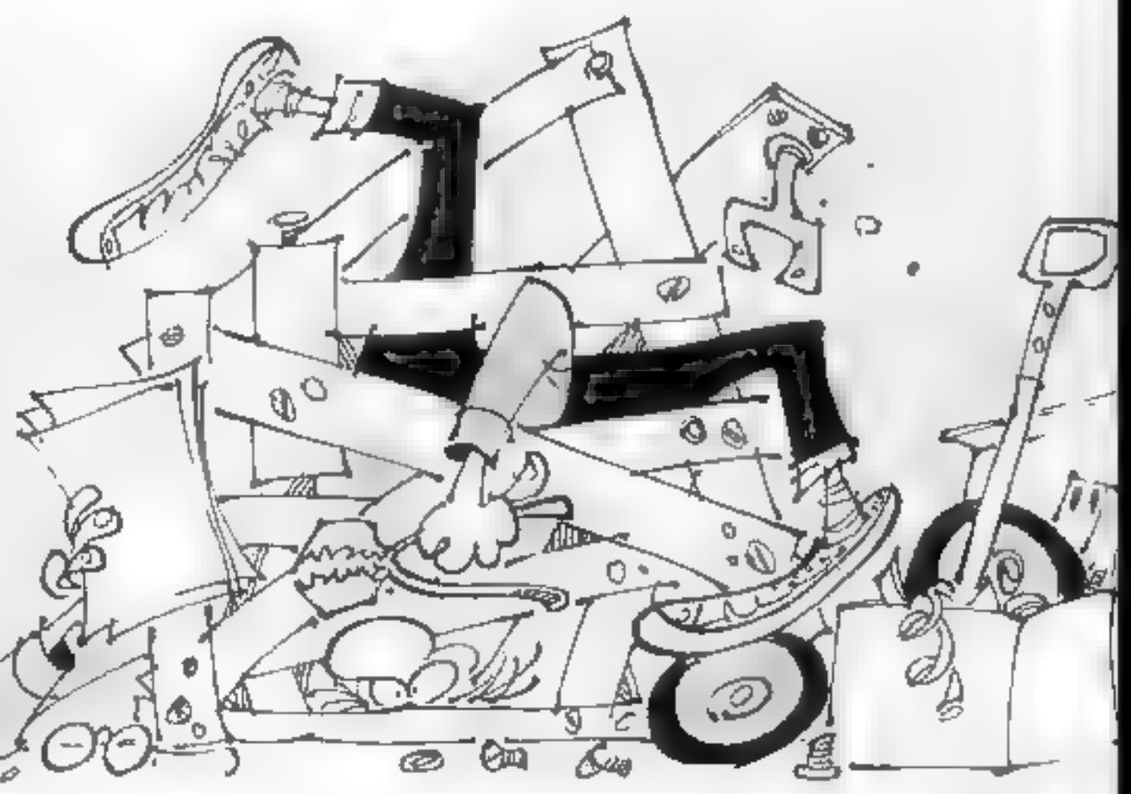
Section 3.

INADEQUATE TOY ASSEMBLY INSTRUCTION Insurance

The insured is protected against (1) ridiculous and/or senseless instructions*, and (2) any missing parts** necessary for the successful assembling of a simple put-together toy or piece of equipment.

*Instructions read: "Attach Flange A to Bushing B"...and there is no Flange A or Bushing B... or instructions are printed in Spanish, Korean, Hebrew, Latvian and Polish, but not English... or instructions are in English, but are for the wrong toy or piece of equipment.

**Not the insured's parts...the toy's!



Section 4

SODA DISPENSING MACHINE FOUL-UP Insurance

The insured will be reimbursed for money lost when a soda machine malfunctions and any of the following occur:

(1) Machine dispenses soda...but no cup.

(2) Machine dispenses cup...but no soda.

(3) Machine dispenses soda and cup...but cup is upside down.

(4) Machine doesn't dispense anything, including your coins.

(5) You push button for Grape Soda...and get V-8.

PARCHED THROAT RIDER: The insured will be paid double-indemnity if machine fouls-up immediately after he has eaten any amount of salty buttered popcorn.

Section 5.

BADLY-TIMED POCKET CALCULATOR FAILURE Insurance

This coverage has been created because no student is capable of solving math problems in his head any more. Therefore, if insured's calculator fails to function during a critical exam due to a manufacturer's defect or a burned-out battery, claimant will receive a new set of batteries, a sympathetic letter to his teacher and/or his parents, an abacus as a temporary replacement, and any tuition loss which may result from this failure.(1)

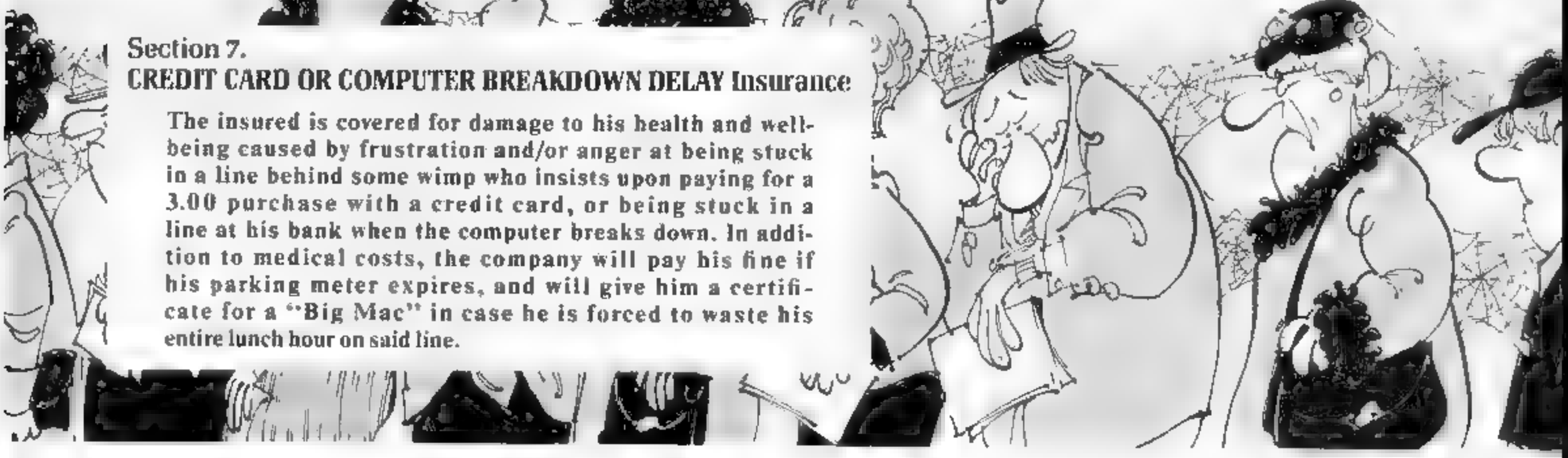
(1) If failure is due to defective or burned-out student, this coverage is hereby voided.

Section 6.

NON-STARTING SNOW BLOWER, LAWN MOWER, BOAT MOTOR, CHAIN SAW, ETC. Insurance

If, after pulling starting cord for more than forty-five minutes, the insured is unable to start his snow blower or lawn mower or boat motor or chain saw, and is suffering acute embarrassment caused by laughing neighbors or other onlookers, he will be entitled to compensation in the amount necessary to cover the cost of hiring a couple of teenagers to shovel his sidewalk or mow his lawn or row him back to shore or cut his cordwood.(1)

(1) This section does not cover non-starting American-made automobile engines



Section 7.

CREDIT CARD OR COMPUTER BREAKDOWN DELAY Insurance

The insured is covered for damage to his health and well-being caused by frustration and/or anger at being stuck in a line behind some wimp who insists upon paying for a 3.00 purchase with a credit card, or being stuck in a line at his bank when the computer breaks down. In addition to medical costs, the company will pay his fine if his parking meter expires, and will give him a certificate for a "Big Mac" in case he is forced to waste his entire lunch hour on said line.

Section 8.

ELECTRONIC EQUIPMENT 30-DAY OBSOLESCENCE Insurance

If, within 30 days after the insured purchases the latest model VCR Tape Recorder or FM Tuner-Amplifier or 35mm SLR Camera or "Walkman"-type Portable Radio/Tape Player, a new and vastly improved cheaper model is introduced, a direct cash refund payment will be made to the insured. In addition, if any friends or relatives of the insured purchases the new and improved cheaper model, and then makes derisive and insulting remarks such as, "I *told* you to wait, Schmuck! Now you got a piece of crap...!", the insured will be covered for all legal and medical expenses incurred when he punches out the creep.

SCHWARZENEGGER

WITH A TIP OF THE HAT TO HANK "HIAWATHA" LONGFELLOW

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

By the shores of the Pacific,
In the town of glitz and hustle,
Strode the mighty Schwarzenegger,
Baring chest and flexing muscle;
Biceps twitched in perfect rhythm
Through his skill with isometrics, —
Feats that Letterman, on seeing,
Sought to use as Stupid Pet tricks.

But the bulging Schwarzenegger
Set his sights on goals much higher,
As the lure of movie stardom
Pumped him up with great desire;
Soon he found himself in epics,
Slaying enemies like vermin,
Tearing dialogue to pieces
With his accent, sorta German.

Clenching jaw, he raged as "Conan,"
Who, upset by double-dealing,
Slaughters half the population
To express his depth of feeling;
Next "The Terminator" starred him
As a droid bent on aggression,
Killing victims for two hours
Without changing his expression.

As a soldier in "Commando,"
On whole armies he was feasting,
Shrugging off a hail of bullets
Like a flea-bite or a bee-sting;
Not Stallone in Panavision
Matched the fury of his scowling
When in "Predator" he thrilled us
In the art of disemboweling.

In his latest quest for glory
As "The Running Man" he bears up,
Bringing down the rule of evil
While assorted foes he tears up;
See him punch out his oppressors,
Rip apart a villain's torso,
Bludgeon killers into meatloaf
Like Chuck Norris, only more so.

Yes, the massive Schwarzenegger,
Muscles rippling, tendons straining,
Now, through fame and sky-high grosses,
As a super-star is reigning;
Let the critics crucify him
When his lines he seems to louse up!
If it's brains that wins the Oscars,
It's the beef that fills the house up!

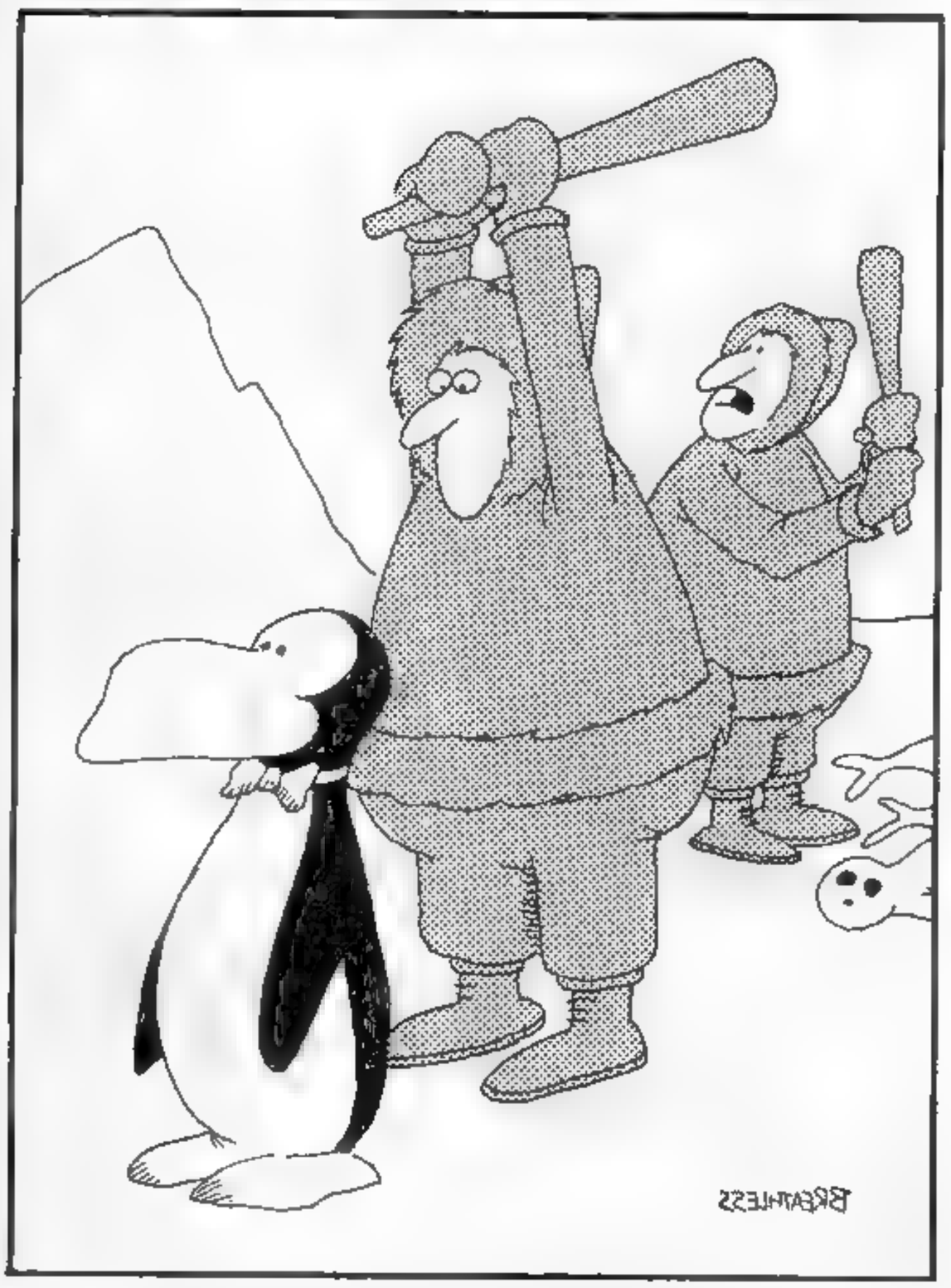
GRAND LARSON-Y DEPT.

Nowadays, the hottest comic strip in the country is Gary Larson's bizarre single-panel, "The Far Side." Far Side books are at the top of the bestseller lists and gift shops are filled with Far Side cards, mugs, posters and other stuff. With a big cash bonanza like this, it won't be long before other cartoonists jump on the bandwagon and start using Larson's approach as well. Speaking of jumping on the bandwagon, here's what we think it will be like...

When Other Comic Strips Start Using The "FAR SIDE" Formula

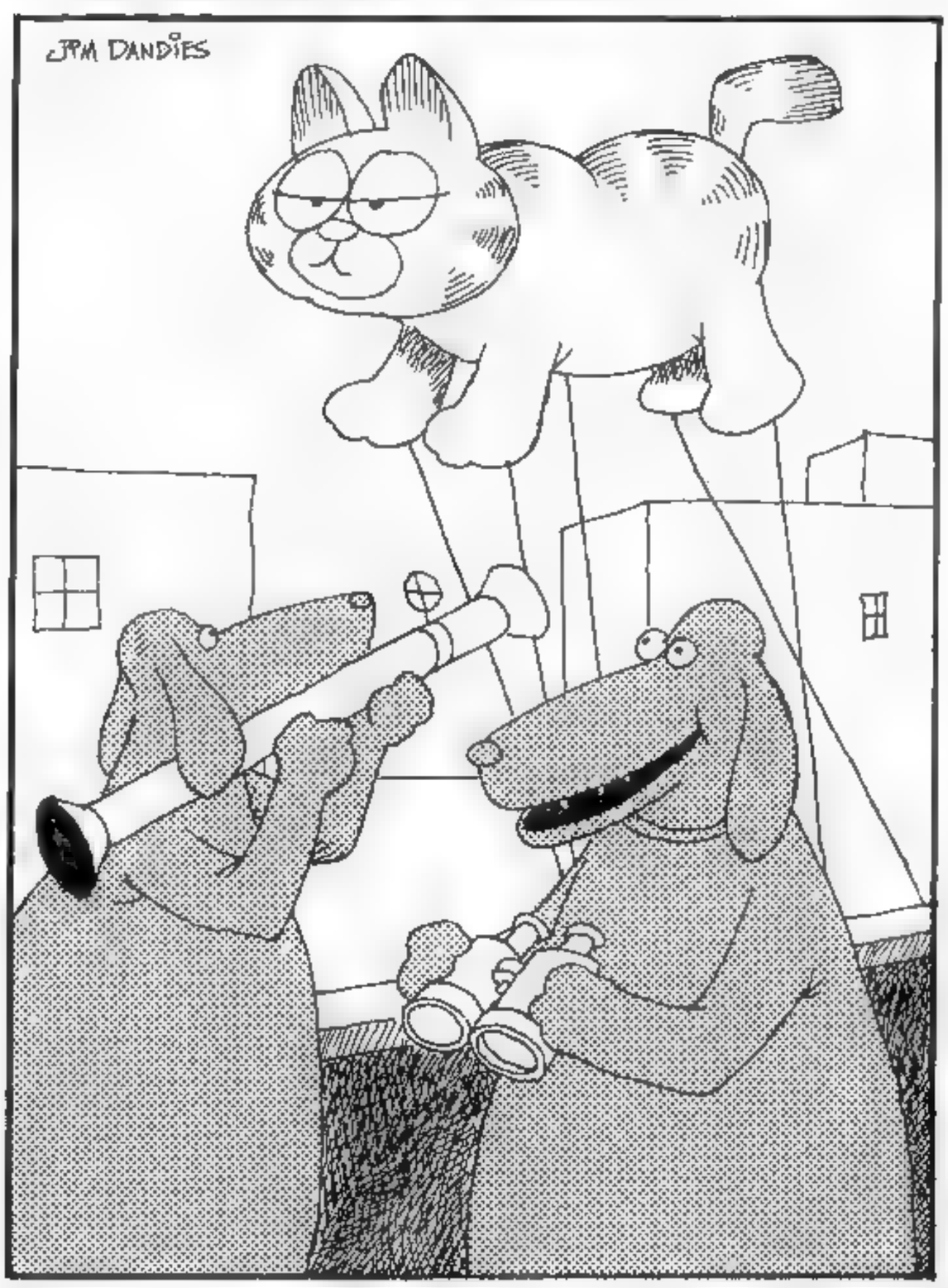
ARTIST: BOB CLARKE WRITER: CHARLIE KADAU

THE BLOOM COUNTY SIDE



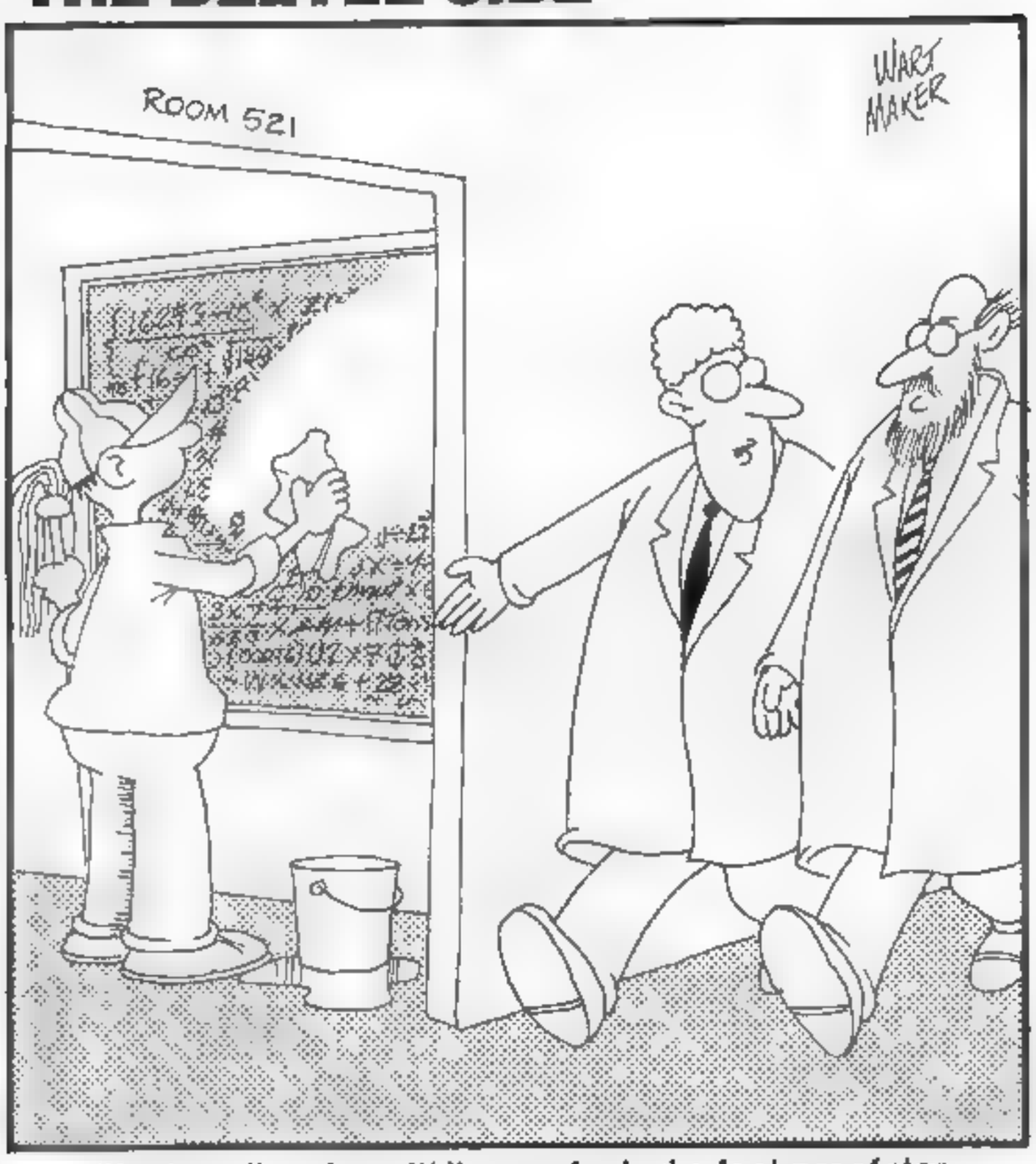
"No, Frank! The seals! Just the seals!"

THE GARFIELD SIDE



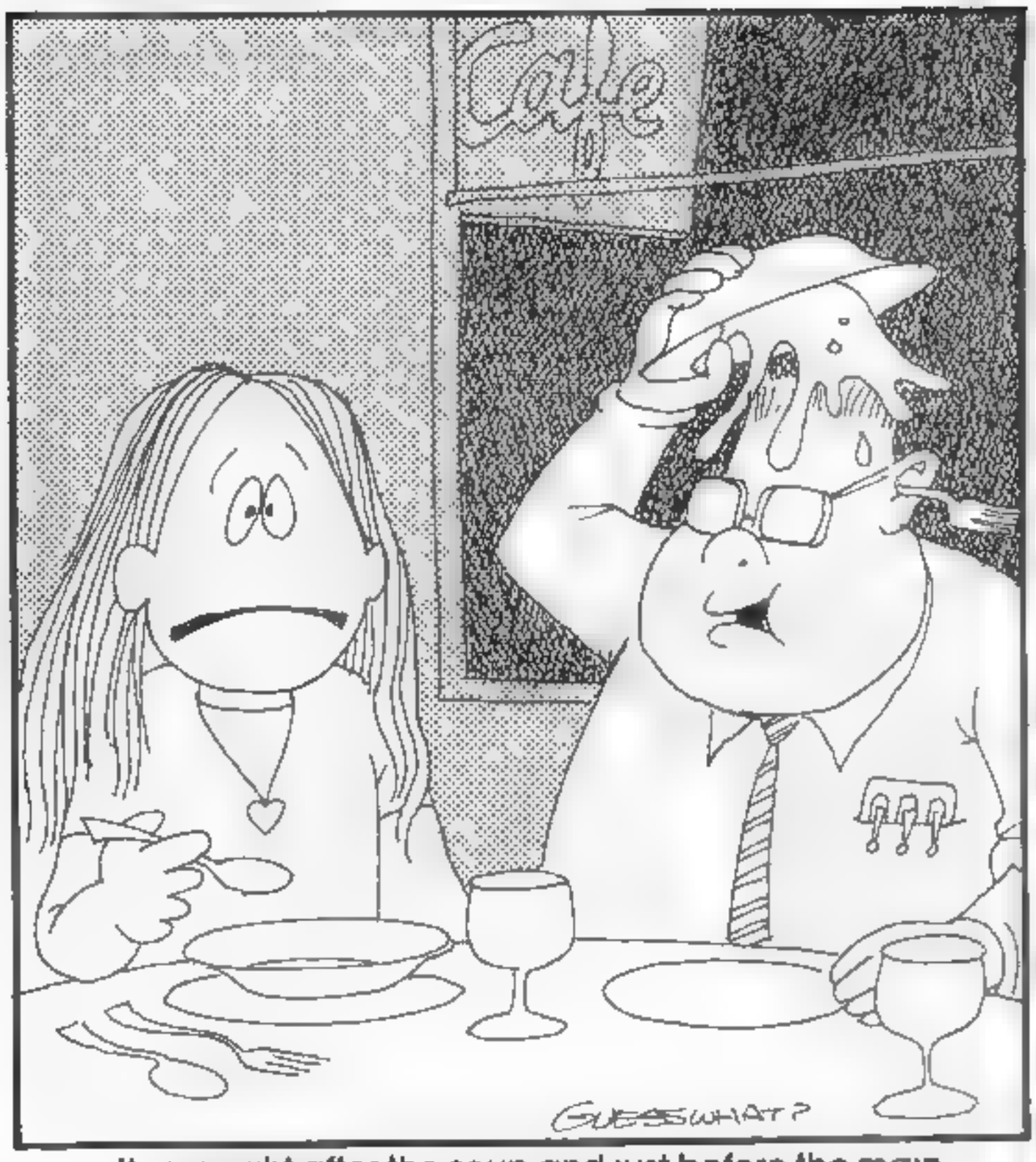
"Okay, here it comes, here it comes...Oh, what a joy! This is one Thanksgiving Day Parade that dogs will be talking about for years to come."

THE BEETLE SIDE



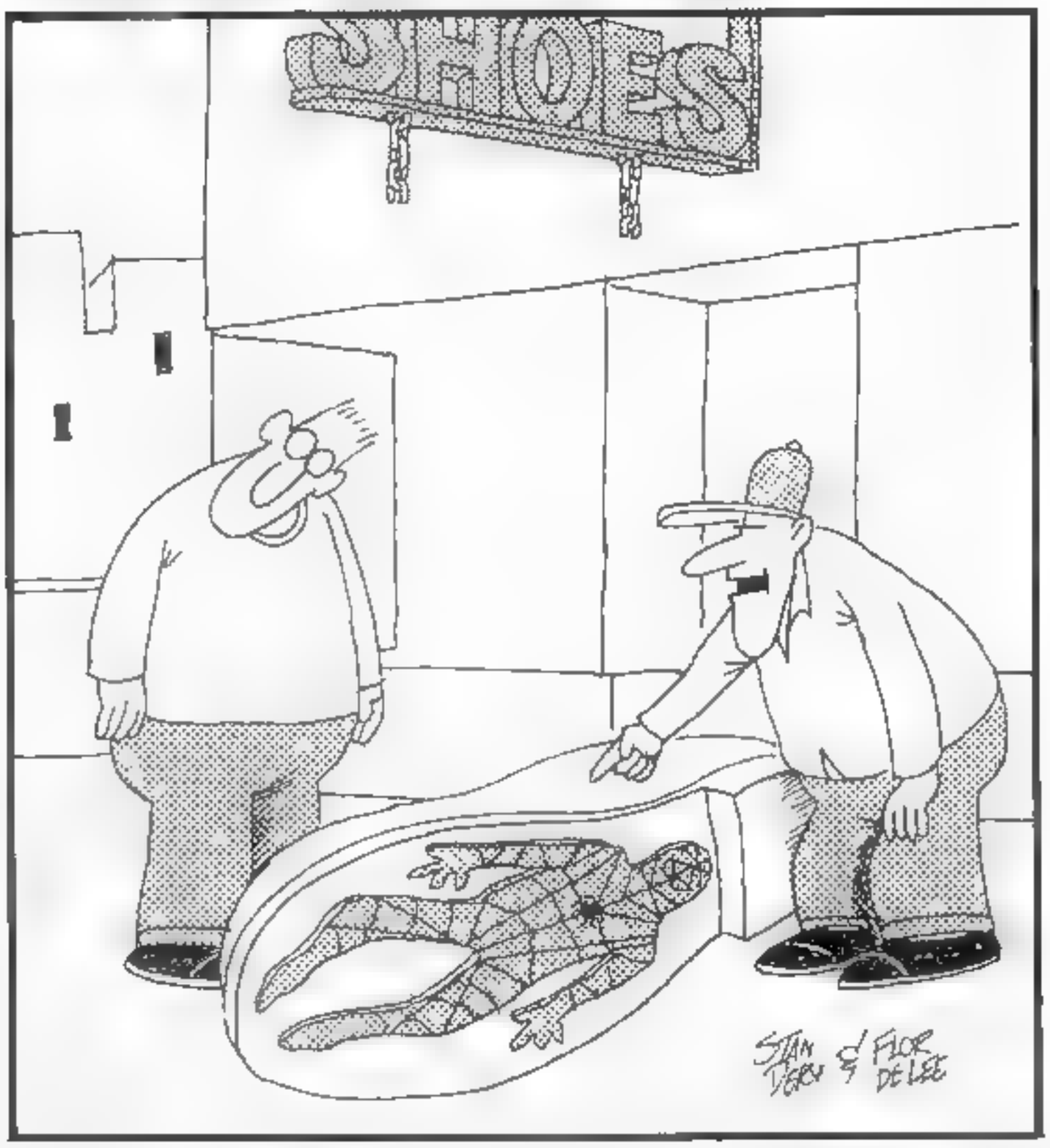
"Jenkins, I've done it! I've perfected a fool-proof star wars defense system! All my calculations are right in here, you must see them!"

THE CATHY SIDE



It was right after the soup and just before the main course that Cathy decided she would never, under any circumstances, ever go on another blind date again. Never.

THE SPIDERMAN SIDE



"It must have fallen down during the night and...Hey! Lookee what's underneath it!"

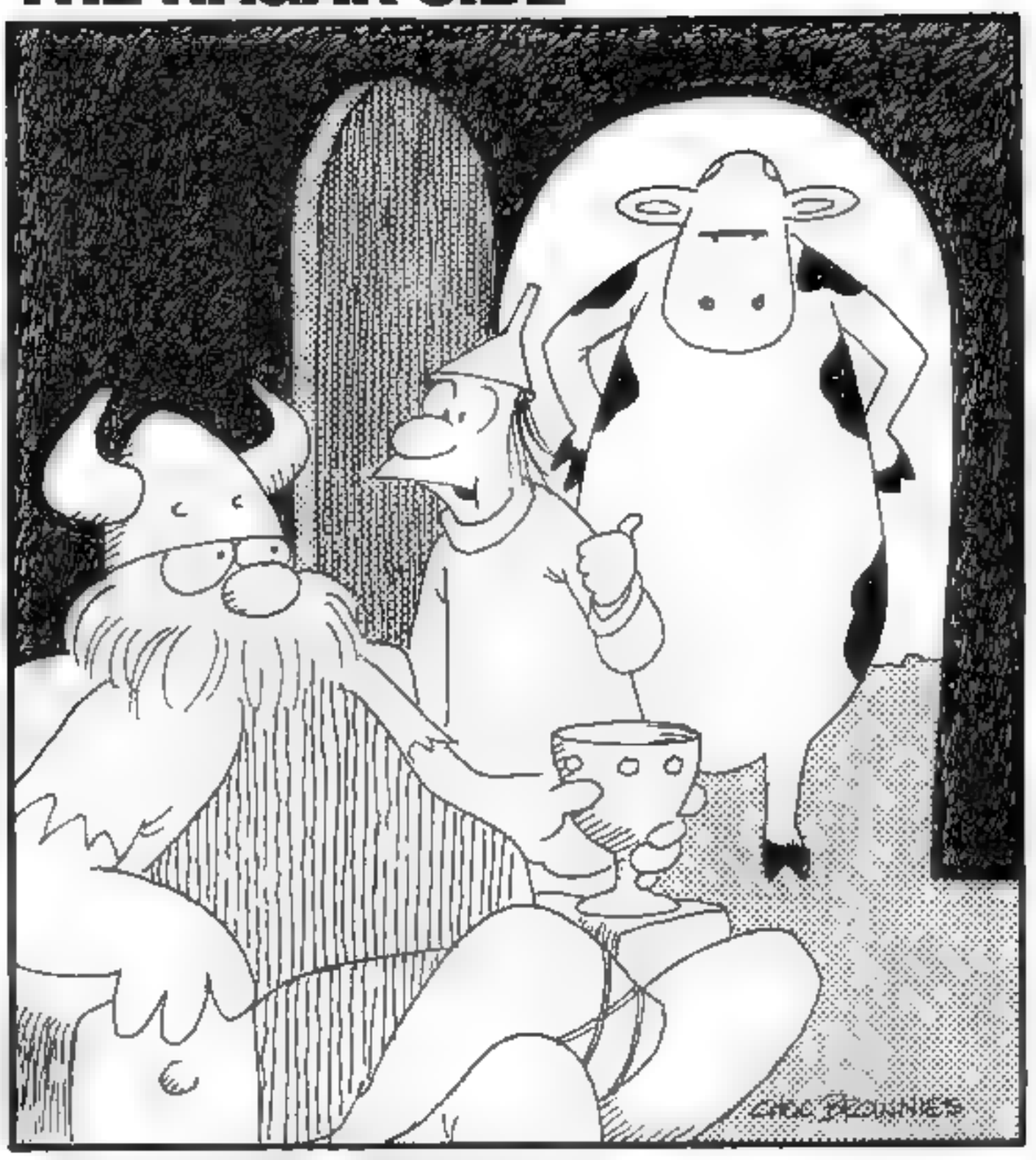
THE B.C. SIDE

"It's agreed then: you call it in the air...winners get to lounge around in trees all day eating bananas and losers have to develop civilization and live in hot, crowded cities."

THE FAMILY CIRCUS SIDE

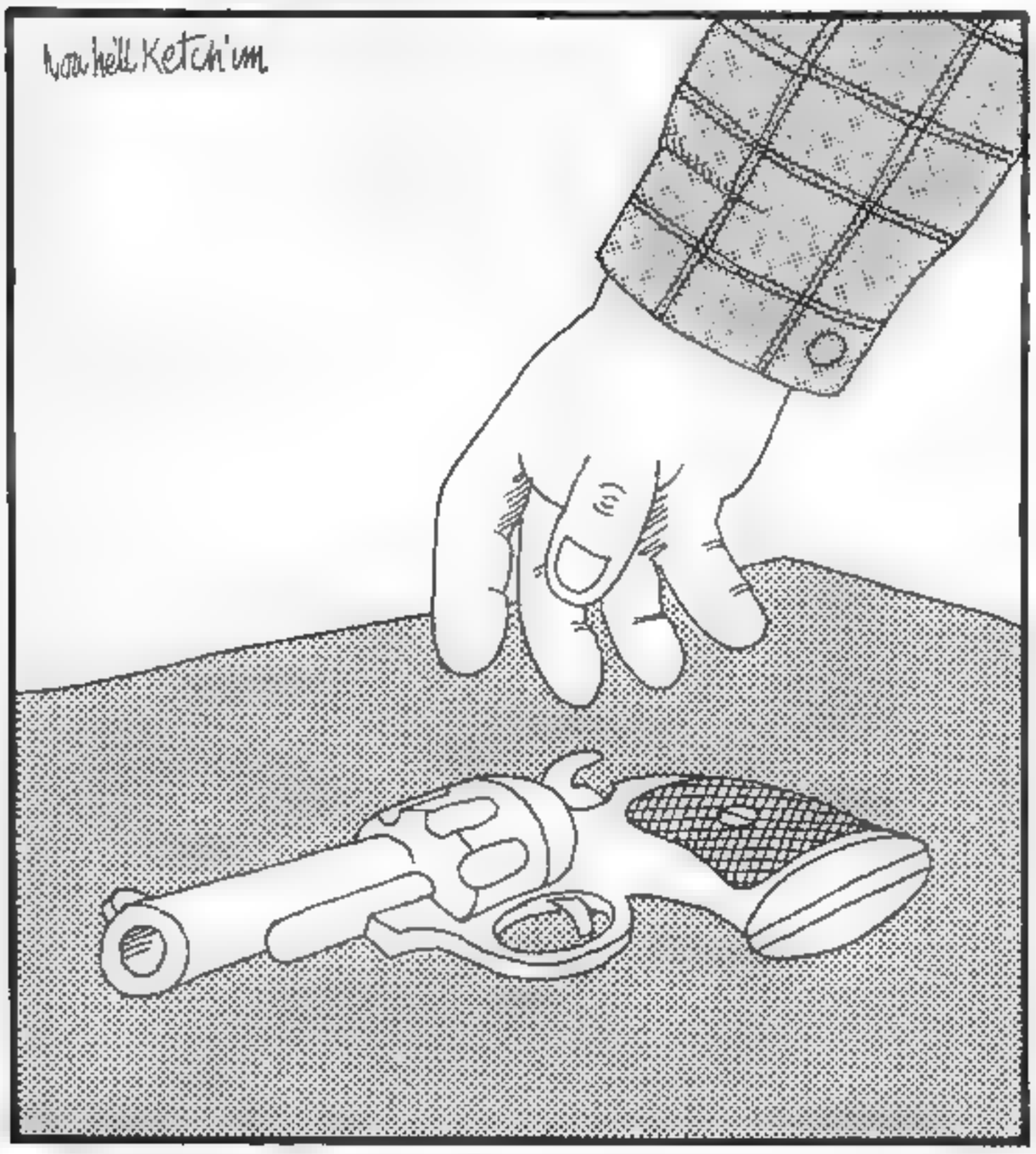
"Well, I thought this was the spot where we left daddy...I remember we buried him in the sand about an hour ago right here next to a 'No Littering' sign."

THE HAGAR SIDE



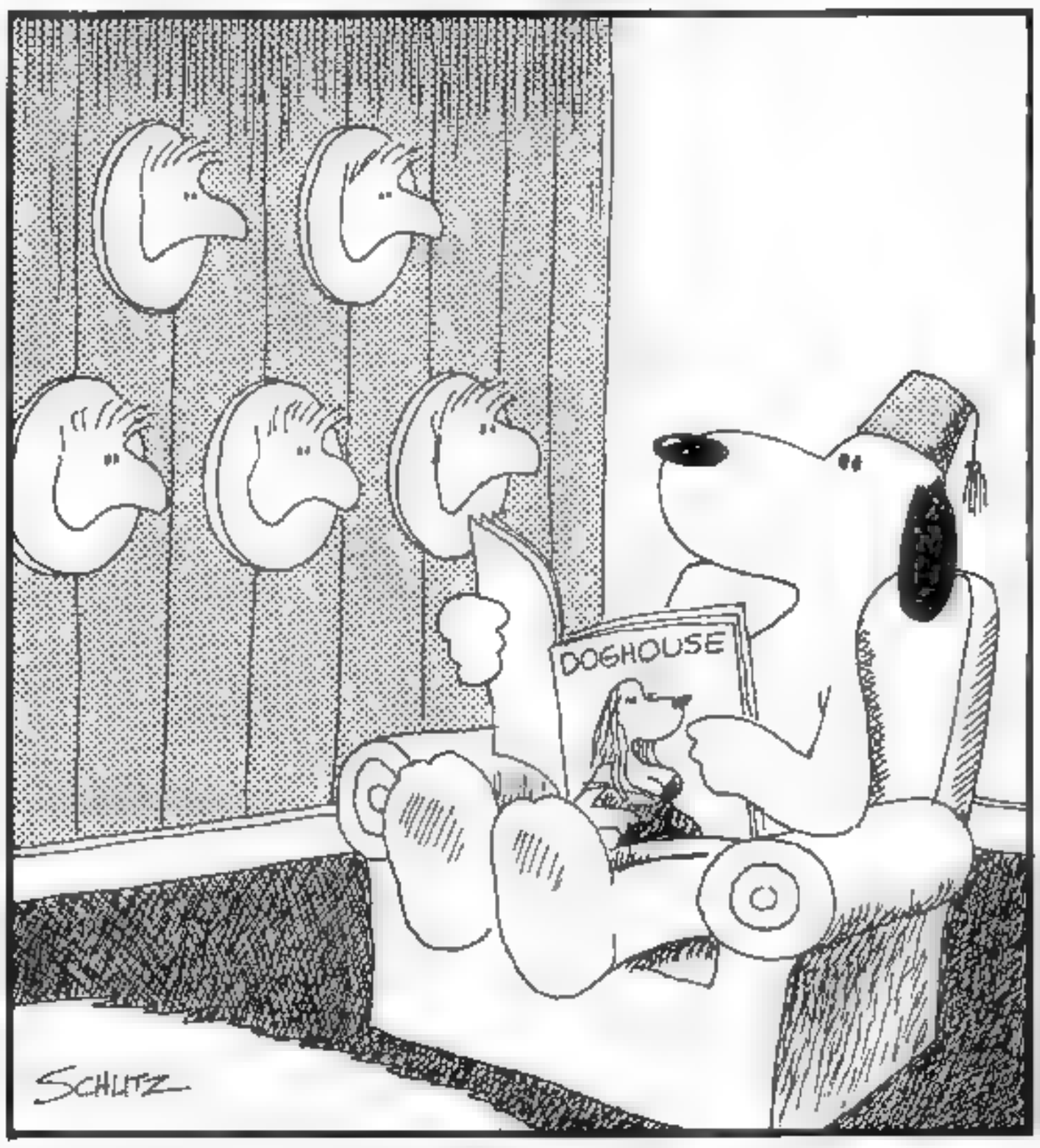
"Hagar, there's someone here who wants to speak to you about your helmet, and he doesn't look happy."

THE MENACE SIDE



Dennis was about to discover he had finally pushed Mr. Wilson's patience just a little too far.

THE PEANUTS SIDE



Inside Snoopy's den

TV MONITORS *in restroom stalls let you "go" without missing any part of the movie.*

EYE-ADJUSTMENT BOOTH *keeps you from breaking your neck when you stumble into a dark theatre.*

GALL OF THE HOUSE OF USHERS DEPT.

The growing popularity of VCRs is making it harder than ever for movie theatres to get the public's dollar . . . well, the public's *six*

SNACKS

E-Z CREDIT SNACK BAR *allows you to eat like a pig and just say "Charge it!"*

MA

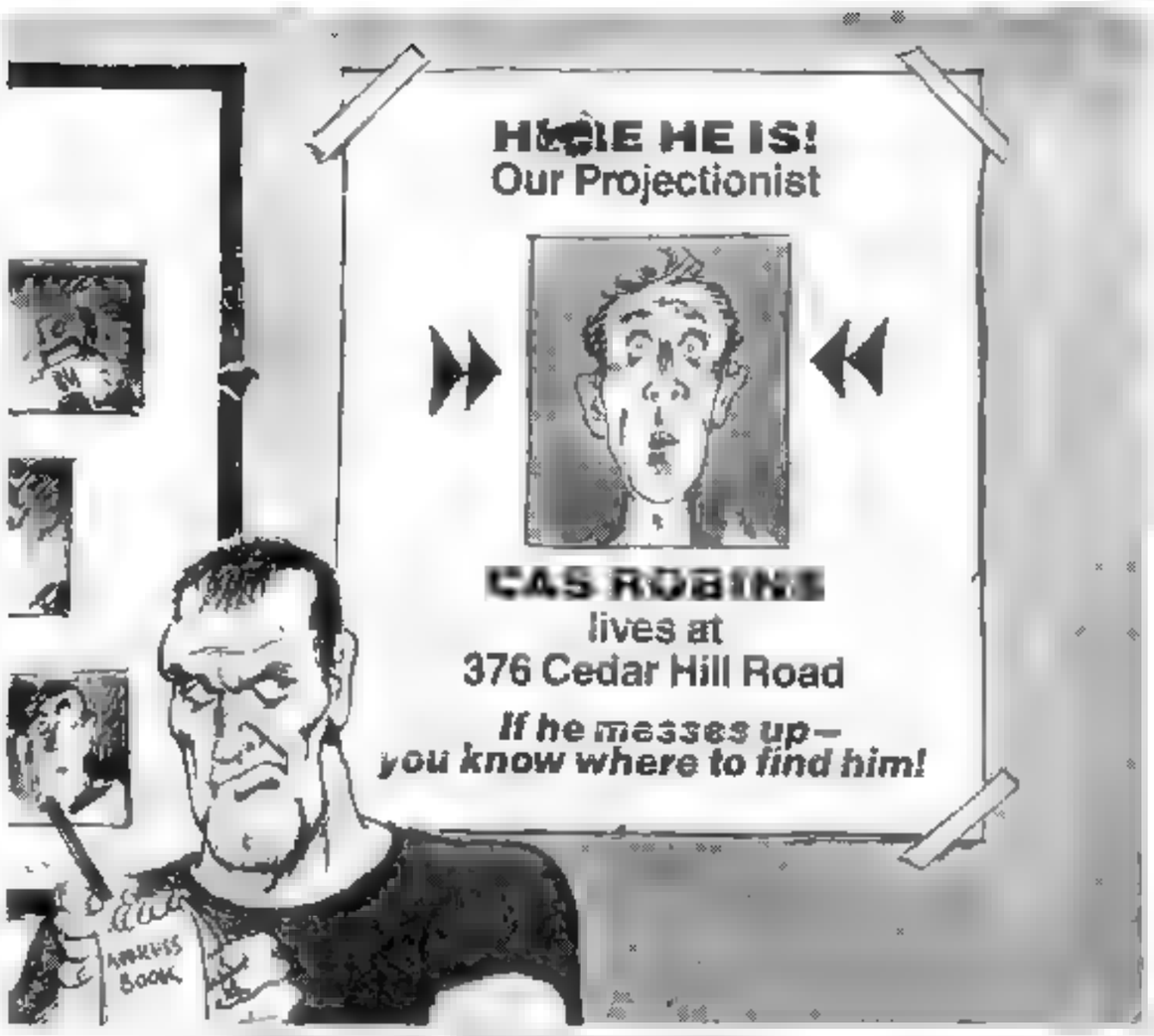
PLAN FOR

MOVIE T

ARTIST: HARRY NORTH

INSTANT-REPLAY SCREEN *helps late-comers catch up on all the action.*

HYDRAULIC-LIFT CHAIRS *raise short viewers over big heads and other obstructions*



"MEET OUR PROJECTIONIST" *poster keeps the film from screwing up.*

dollars! But we bet they'd sell more tickets if they made a few adjustments! Of course, we have some suggestions, and they're now playing in

...D'S IMPROVING THEATRES

WRITER: FRANK JACOBS

EXACT TIMES SIGN *lets you skip boring previews and local ads.*

TROUGH-SIZE POPCORN *feeds up to 20 adults in one sitting.*

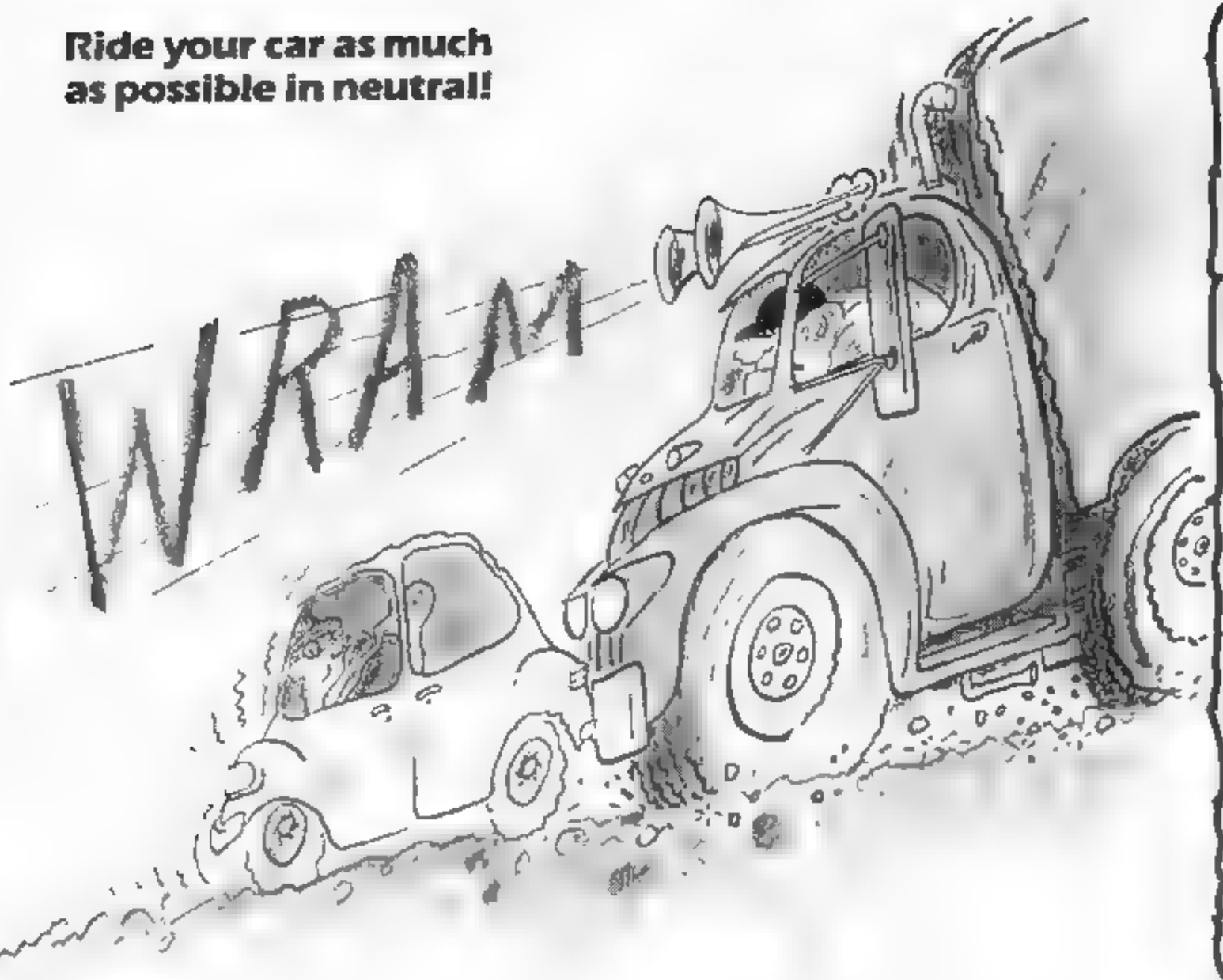
CHARGE OF THE TIGHT BRIGADE DEPT.

TALK ABO

Tips from the Experts in the

ARTIST & WRITER.

Ride your car as much as possible in neutral!



Read by public lighting!

Save on doormats by using your neighbor's!

Use airline and motel soap exclusively!

UT CHEAP!

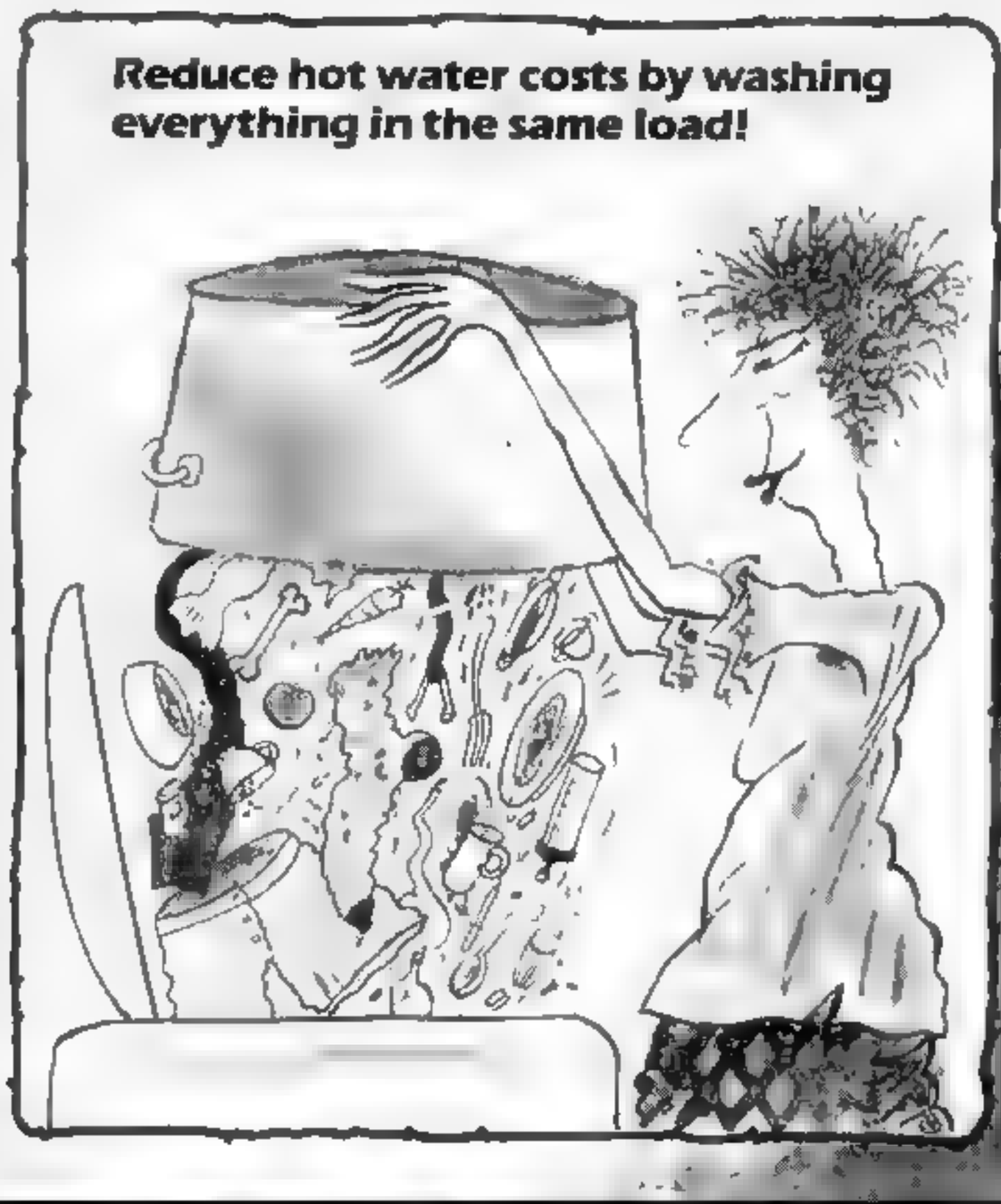
Tight-fisted Game of Stinginess

PAUL PETER PORGES

Pay your check under someone else's tip!

Recycle old laces from discarded shoes!

Reduce hot water costs by washing everything in the same load!



Use your neighbor's barbecue!

WITLESS FOR THE DEFENSE DEPT.

DRAMA ON PAGE 42

ARTIST & WRITER: JOHN CALDWELL

WHERE THE WILD THING STARS DEPT.

Who is the guy who runs around New York City getting even with punks and hoods? The guy who never puts the make on his girlfriend and dresses sorta funny? No, he's not New York City Mayor Ed Koch (but a good guess!) and he's not The Equalizer, either! Here's a big hint: This...

Beauty IS THE BEAST

ARTIST: JACK DAVIS WRITER: DICK DEBARTOLO

My name is **Badscent**. I'm 50% man, 50% animal and 100% unbelievable! I live in a **filthy, rat-infested hole** in New York City, but then again, so do about **three million other New Yorkers!**

I'm **Catrun!** When thugs attacked me, **Badscent saved** me! I'm **wildly attracted** to him! Why? Well, for **one thing**, he's a lot **less of an animal** than some of the **other guys** I've dated!

I'm Badscent's **dad!** In a **normal** family, a father has a son. Then, in time, he gets that son a **pet**. With Badscent, I scored on **both counts** at the **same time!**

We're **Tunnel People!** We live in these stinking, damp hellholes under the city! But soon that will **change!** These **hellholes** are going **co-op!** If **only** we had the money to buy in at the **insider's price..!**

You did it! You found a **parking space** in **New York!**

Yeah, good thing we have a **compact car** or we never would have made it through that **open manhole!**

YOU ARE LOST
NY SUBWAY

LUK 13

JAMES HOFFA

FICTION
NON FICTION
NON SENSE
the NON STORY

ANON

BARF BAG

No, no, no! What are you doing scrubbing the floors on your hands and knees? Get up!

Well, at least there's one kindly soul here in New York City!

Get up, and climb outside this building, and wash the windows like I told you to!

But this is a thirty-story building!

So only do 15 stories tonight and finish the other 15 tomorrow night!

But I'm ninety years old!

Okay, just wash the outside. Boy, sometimes I really let you old broads dump all over my good nature!

I got your message and came as quickly as I could.

I'm glad you did, but we have to devise another way for me to contact you. I can't bang on the pipes to get your attention anymore! Every time I do, they send up more heat! It's 120° in my apartment!

I called you here because something awful is going on in this building! Some creep is working this poor lady to the bone!

Madame, aren't you too old to be doing such hard work?

Yes, but I can't make ends meet from Social Security alone! I have to work!

Isn't there anything else you can do?

I applied to be a Rockette, but I'm not holding my breath. In fact, these days, I can hardly catch my breath!

How much does that man pay?

Depending on the job, he pays up to $20 an hour.

Well, that's actually very generous!

That's for brain surgery! For this work, he pays me a dollar an hour!

A dollar an hour?! That's absolutely outrageous! The legal minimum wage is much higher!

I know, but he says he hates to see anyone work for minimum wage!

OLD LADY AT WORK

Don't you see what he's doing? He's probably getting an incredible fee from this building for maintenance and he's paying you peanuts!

Please don't make trouble for me, lady! Next week I'll be finishing my fifth year working for him, and I don't want to jeopardize my five-hour paid vacation!

Your boyfriend has a heart of gold — but the face of Lassie! Have you known each other a long time?

About one year of my time, which is about seven years of his time!

NEW IN THERAPY DOGS FOOD KIBBLES AND BITS

There's the creep I was telling you about!

All those cartons have to go up to the ninth floor!

But they must weigh tons!

If I wanted someone to guess weights, I would have gone to the Boardwalk in Atlantic City! I hired you men to move furniture! Now move!

5 TON

5 TON FILE CABINET

3 TON

You can't treat an old man like that!

Why not? That's the way I treat old ladies!

I warned you! *GROWWWLLL HISSSSS...*

Uh-oh ..either this guy's about to cough up the world s biggest hairball, or I m in real trouble! I d better get out of here!

WOOF

ARRGHHH! I'll chase him!

That's okay, I got his license number!

It's no trouble! I like chasing cars' And balls and sticks and frisbees... Yeah, frisbees are my favorite!

5 TON FILE CABNET

Don't worry about it! I'm going back to the office to see if I can find out anything about that creep! When will I see you again?

When it's dark and shadowy! Unless you want to meet in Greenwich Village. There I can wa k around in broad daylight and be the most normal looking guy on the street!

Did you find out anything about that car?

It has radio and heater, white walls, and cost over $15,000. The right rear shock needs replacement and—

Did you find anything else unimportant, like who owns it?!!

It's registered to a maintenance firm. SLEAZEBAG, SLIMEBALL and CREEP!

I just have this gut feeling that there's something about that firm that I don't like!

Aren't you [redacted] home, Catrun?

No, I'm working late... Yes, hello, I'd like a pizza and a large coke—oh, and I may have company—uh, also send two cans of Alpo!

I don't have enough evidence to move in on those creeps, Badscent! This office works in a very cautious way. They need at least two murders to establish a possible trouble spot!

I'll break in and look at their records!

You're such a good soul, Badscent! Sometimes I could just kiss you!

I'd rather you just rub my belly!

Here are their records. Listen to this! To clean the Chic Glitz Office Building, they are taking in $200,000 a year! But they're only paying out $10,000 a year to the old people who do all that cleaning!

That's a 2000 percent profit! I mean, if they were selling something to the government, fine! But for the private business sector, that's just too much of a mark-up!

We have enough here to put everyone in this rotten rip-off cleaning company behind bars!

I'm glad I could give you a helping paw, er, hand!

Badscent, why not stop back at my apartment for a drink..

A drink! Great idea! I'd love a saucer of milk!

Catrun, I've decided to move out of the city! I mean, I like where we live—it sure is close to transportation! But—

You can't put up with the hostility and lawlessness?

No, I can't put up with the tough new leash and pooper-scooper laws!

I will go with you. I love you, Badscent! And I think it's real love...not just puppy love!

But I do worry about our differences! Soothe me, Badscent! Soothe me with a reading of one of your favorite sonnets!

Let us flee my love, before the fleas consume our passion. The buds of May scatter, so may I have a Bud...Lite... And summer's leash is short, and my leash is short. But love doth linger in the gutter and sewers and the windmills of Rome, which be it closed Tuesdays. There is silver in thy smile and gold in them thar hills. Till death do us part

A MOUSE IS NOT A POEM

FLEAS and SONNETS

EDGAR ALLEN'S POEMS

POETRY and FIRE HYDRANTS

DOG DAY POEMS BY MELISSA NEMEROFF

That was deep and incomprehensible, Badscent.

Not unlike our love, Catrun! Here's another sonnet— *The nosehairs of angels..*

Uh...that's enough sonnet schtick for now! Let's just blow this town together!

YEARS LATER

Badscent, you've come back!

Only to visit, father. And to make a confession. I promised you I would never marry Catrun, but I did!

But that was too dangerous! I hope you didn't have a litter—er, a baby!

We did, father, and he turned out to be more than either of us ever hoped for! A son who earns enough cash to keep us both happy!

Dad, say hi to our son, Alf!

But how could you two conceive a child?

Hey Gramps, no problem! I was conceived one magical night! You know...candlelight...music...a little champagne and a little Kibbles 'n Bits!

"A MAD GOOD LUCK CHAIN LETTER"

This Good Luck Chain has brought Good Luck to everyone who has kept it going. DO NOT BREAK IT! If you do, you will not receive the incredibly wonderful benefits that the Chain promises to bring you in 1988!

Everyone who kept the Chain going in 1987 received God's Bounty and fortune and happiness! So do not be foolish and Break the Chain. Make 20 copies of this letter and send it to 20 people you love and admire. Make sure you cross out the top name on the list of names and put YOUR name at the bottom! Within 2 weeks you will have incredibly wonderful Good Luck!

~~John Poindexter~~

Ivan Boesky

Bill Parcells

Joan Rivers

Sean Penn

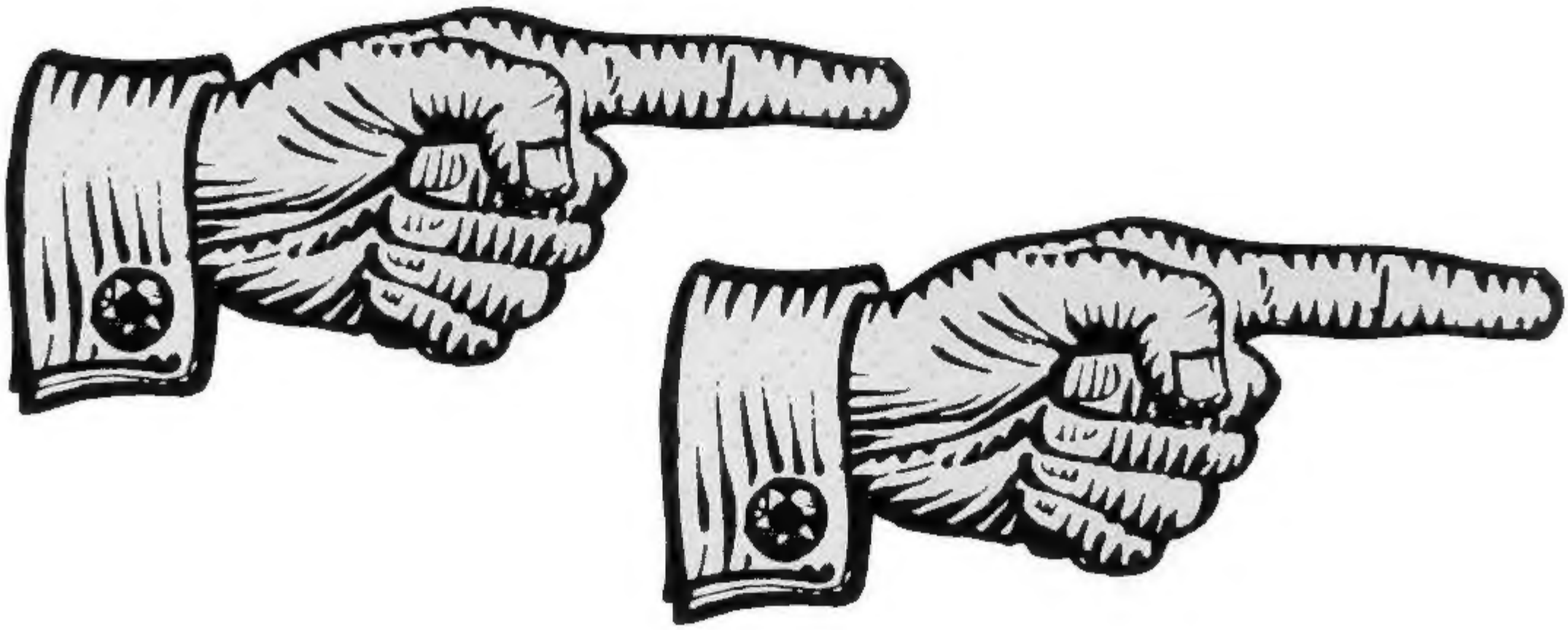
Peter Holm

Michael Deaver

Jim Bakker

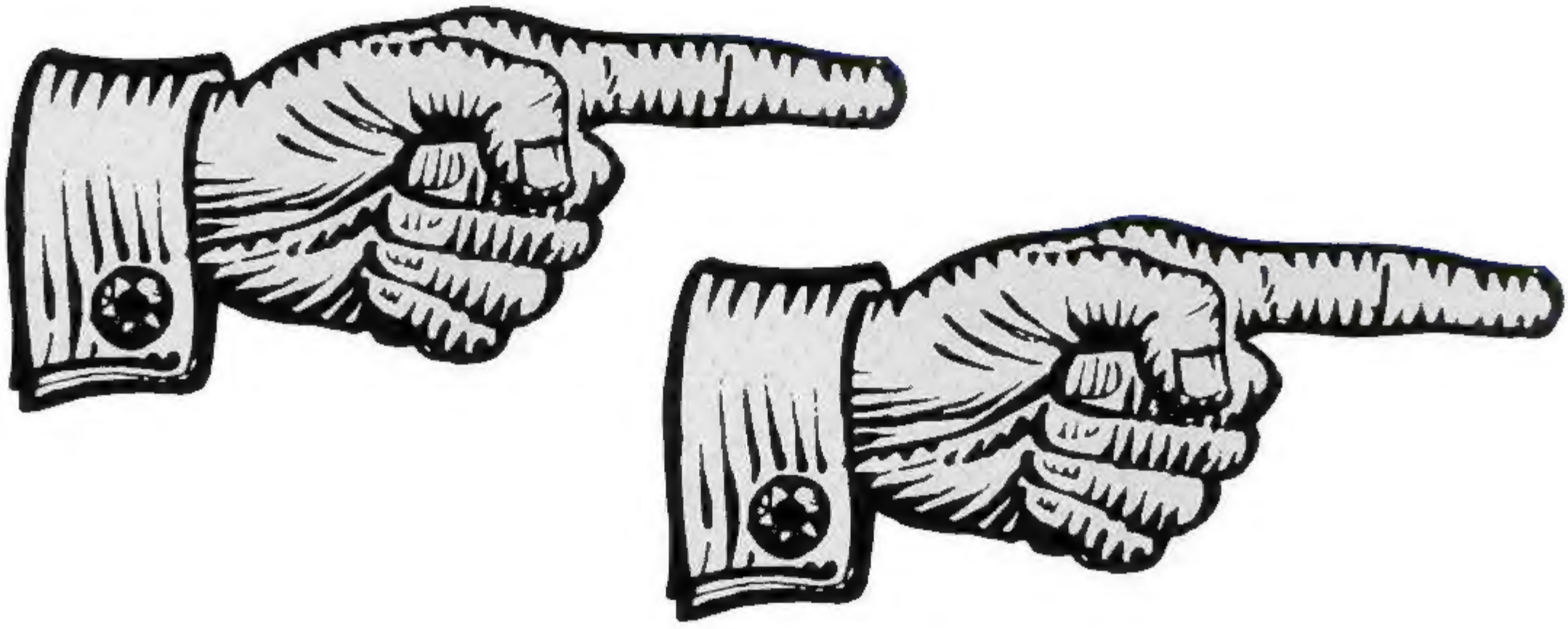
Bess Myerson

Frank Jacobs



Nothing to see here!

Please skip ahead.



WHAT LOATHSOME FORM OF USELESS VEGETATION IS CROPPING UP ALL OVER THE LAND?

HERE WE GO AGAIN WITH ANOTHER

MAD FOLD-IN

A new threat to our well-being has established roots in our midst. To find out what this menace is, fold in page as shown in diagram on right.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

THE COUNTRYSIDE IS BECOMING OVERRUN WITH TOO MUCH WORTHLESS GROWING MATTER. AS STREAMS OF POTABLE WATER ARE CHOKED DRY, ALL LIFE HAS TO EITHER MOVE OR DIE MISERABLY OF THIRST.

A▸ ◂B

WHAT LOATHSOME FORM OF USELESS VEGETATION IS CROPPING UP ALL OVER THE LAND?

FOLD PAGE OVER LIKE THIS!

A (B FOLD BACK SO "A" MEETS "B"

THE COUCH

POTATO

A) B

ALFRED E. NEUMAN
FOR PRESIDENT

He's the only candidate that has it *all*:

★ The Quick, Retentive Mind Of Ronald Reagan ★

The Moral Fiber Of Gary Hart ★

The Name Recognition Of Bruce Babbitt ★

The Fashionable Wardrobe Of Paul Simon ★

The Speech Writing Ability Of Joe Biden ★

The Macho Image Of George Bush ★

The "What The Hell" Attitude Of Pat Robertson ★

The Elective-Office Record Of Jesse Jackson ★

The Luck Of Walter Mondale ★

VOTE MAD IN '88

REMEMBER: DON'T DRINK AND VOTE